

21世纪全国高等院校旅游管理类创新型应用人才培养规划教材

旅游英语教程

于立新





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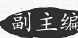
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旅游英语教程

于立新 

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内 容 简 介

本书在服务哲学思想的指导下，系统讲述了交通、餐饮、住宿、景区、旅行社和旅游产品、旅游营销等旅游业传统业务领域和特种旅游、休闲娱乐、户外运动、节庆会展、沟通、文化、可持续发展等旅游业新兴课题中所涉及的专业英语知识和英文表达方式。全书体系完备、体例新颖，具有明显的阶梯性，注重案例教学以提升学生的专业英语应用能力。

本书既可以作为普通高等院校旅游管理相关专业的专业英语教材，也可作为旅游从业人员的学习手册，供其提高专业英语水平及查阅之用。

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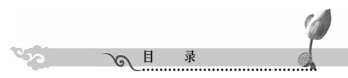
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UNIT 1　SERVICE

PART Ⅰ　TEXT

Text A　What Are Services?

Put in the most simplest terms, services are deeds, processes and performances provided or co-produced by one entity or person for another entity or person. Our opening vignette illustrates what is meant by this definition. The services offered by IBM are not tangible things that can be touched, seen, and felt, but rather are intangible deeds and performances provided or co-produced for its customers. To be concrete, IBM offers repair and maintenance service for its equipment, consulting services for IT and e-commerce applications, training service, web design and hosting, and other services. These services may include a final, tangible report, a website, or in the case of training, tangible instructional materials. But for the most part, the entire service is represented to the client through problem analysis activities, meetings with the client, follow-up calls, and reporting a series of deeds, processes, and performances. Similarly, the core offering of hospitals, hotels, banks, and utilities are primarily deeds and actions performed for customers, or co-produced with them.

Although we will rely on the simple, broad definition of services, you should be aware that over time service and the service sector of the economy have been defined in subtly different ways. The variety of definition can often explain the confusion or disagreements people have when discussing services and when describing industries that comprise the service sector of the economy. Compatible with our simple, broad definition is one that defines services to include "all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provides added value in forms (such as convenience, amusement, timeliness, comfort or health) that are essentially intangible concerns of its first purchaser ".

Service Industries, Service as Products, Customer Service and Derived Service

As we begin our discussion of services marketing and management, it is important to draw distinctions between service industries and companies, services as products, customer service, and derived services. Sometimes when people think of service, they think only of customer service, but service can be divided into four distinct categories. The tool and strategies you will learn in this text can be applied to any of these categories.

Service industries and companies include those industries and companies typically classified within the service sector whose core product is a service. All of the following companies can be considered pure service companies: Marriott International [1] (lodging), American Airlines[2] (transportation), Charles Schwab [3](financial service), Mayo Clinic [4] (health care).

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Services as products represent a wide range of intangible product offerings that customers value and pay for in the marketplace. Service products are sold by service companies and by non-service companies such as manufacturers and technology companies. For example, IBM and Hewlet-Packard[5] offer information technology consulting services to the marketplace, competing with firms such as EDS[6] and Accenture [7] which are traditional pure service firms. Other industry examples included department stores, like Macy's that sell services such as gift wrapping and shipping, and pet stores like PetSmart that sell pet grooming and training services.

Customer service is also a critical aspect of what we mean by "service". Customer service is the service provided in support of a company's core products. Companies typically do not charge for customer service. Customer service can occur on-site (as when a retail employee helps a customer find a desired item or answers a question), or it can occur over the phone or via the internet (e.g. Dell computer provides real-time chat sessions to help customers diagnose hardware problem). Many companies operate customer service call centers, often staffed around the clock. Quality customer service is essential to building customer relationships. It should not, however, be confused with the services provided for sale by the company.

Derived service is yet another way to look at what service means. In an award-winning article in the Journal of Marketing, Steve Vargo and Bob Lusch argue for a new dominant logic for marketing that suggests that all products and physical goods are valued for the services they provide. Drawing on the work of respected economists, marketers, and philosophers, the two authors suggest that the value derived from physical goods is really the service provided by the good, not the good itself. For example, they suggest that a pharmaceutical provides medical services, a razor provided barbering services, and computers provide information and data manipulation services. Although this view is somewhat abstract, it suggests an even broader, more inclusive, view of the meaning of service.

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Characteristics of Service Compared to Goods

There is a general agreement that differences between goods and services exist and that the distinctive characteristics discussed in this section result in challenges (as well as advantage) for managers of services. That is, services tend to be more heterogeneous, more intangible, more difficult to evaluate than goods, but the differences between goods and services are not black and white by any means.

Many of the strategies, tools, and frameworks in this text were developed to address these characteristics, which, until the 1980s, had been largely ignored by marketers. Recently it has been suggested that these distinctive characteristics should not be viewed as unique to services but that they are also relevant to goods, that "all products are services", and that "economic exchange is fundamentally about service provision". Although this view is rather abstract, it does suggest that all types of organizations may be able to gain valuable insights from services marketing frameworks, tools and strategies.

Intangibility and Its Resulting Marketing Implications

The most basic distinguishing characteristic of services is intangibility. Because services are performances or actions rather than objects, they cannot be seen, felt, tasted or touched in the same manner that you can sense tangible goods. For example, health care services are actions (such as surgery, diagnosis, examination, and treatment) performed by providers and directed toward patient, although the patient may be able to see and touch certain tangible components of the service (like the equipment or hospital room). In fact, many services such as health care are difficult for the consumer to grasp even mentally. Even after a diagnosis or surgery has been completed the patient may not fully comprehend the service performed, although tangible evidence of the service (e.g. incision, bandaging, pain) may be quite apparent.

Intangibility presents several marketing challenges. Services cannot be inventoried, and therefore fluctuations in demand are often difficult to manage. For example, there is tremendous demand for resort accommodations in Phoenix in February, but little demand in July. Yet resort owners have the same number of rooms to sell year-round. Services cannot be easily patented, and new service concepts can therefore easily be copied by competitors. Services cannot be readily displayed or easily communicated to customers, so quality may be difficult for consumers to assess. Decisions about what to include in advertising and other promotional materials are challenging, as is pricing. The actual costs of a "unit of service" are hard to determine, and the price-quality relationship is complex.

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Heterogeneity and Its Resulting Marketing Implications

Because services are performances, frequently produced by humans, no two services will be precisely alike. The employees delivering the service frequently are the service in the customer's eyes, and people may differ in their performance from day to day or even hour to hour. Heterogeneity also results because no two customers are precisely alike, each will have unique demands or experience the service in a unique way. Thus the heterogeneity connected with service is largely the result of human interactions (between and among employees and customers) and all of the vagaries that accompany it. For example, a tax accountant may provide a different service experience to two different customers on the same day depending on their individual needs and personalities and on whether the accountant is interviewing them when he or she is fresh in the morning or tired at the end of a long day of meetings.

Because services are heterogeneous across time, organizations, and people, ensuring consistent service quality is challenging. Quality actually depends on many factors that cannot be fully controlled by the service supplier, such as the ability of the consumer to articulate his or her needs, the ability and willingness of personnel to satisfy those needs, the presence (or absence) of other customers, and the level of demand for the service. Because of these complicated factors, the service manager cannot always know for sure that service is being delivered in a manner

consistent with what was originally planned and promoted. Sometimes services may be provided by a third party, further increasing the potential heterogeneity of offering.

Simultaneous Production and Consumption and Its Resulting Marketing Implications

Whereas most goods are produced first, then sold and consumed, most service are sold first and then produced and consumed simultaneously. For example, an automobile can be manufactured in Detroit, shipped to San Francisco, sold two months later, and consumed over a period of years. But restaurant services cannot be provided until they have been sold, and the dining experience is essentially produced and consumed at the same time. Frequently this situation also means that customers are present while the service is being produced and thus view and may even take part in the production process as co-producers or co-creators of the service. Simultaneity also means that customers will frequently interact with each other during the service production process and thus may affect each others' experiences. For example, strangers seated next to each other in airplane may well affect the nature of the service experience for each other. The fact passengers understand this is clearly apparent in the way business travelers will often go to great lengths to be sure they are not seated next to families with small children. Another outcome of simultaneous production and consumption is that service producers find themselves playing a role as part of product itself and as an essential ingredient in the service experience for the consumer.

Because services often are produced and consumed at the same time, mass production is difficult. The quality of service and customers satisfaction will be highly dependent on what happens in "real time", including actions of employees and the interactions between employees and customers. Clearly the real-time nature of services also results in advantages in terms opportunities to customize offerings for individual consumers. Simultaneous production and consumption also means that it is not usually possible to gain significant economies of scale through centralization. Often, operations need to be relatively decentralized so that the service can be delivered directly to the consumer in convenient locations, although the growth of technology-delivered service is changing this requirement for many services. Also because of simultaneous production and consumption, the customer is involved in and observes the productions process and thus may affect (positively or negatively) the outcome of the service transaction.

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Perishability and Its Resulting Marketing Implications

Perishability refers to the fact that services cannot be saved, stored, resold or returned. A seat on an airplane or in a restaurant, an hour of lawyer's time, or telephone line capacity not used or purchased cannot be reclaimed and used or resold at a later time. Perishability is in contrast to goods that can be stored in inventory or resold another day, or even returned if the

consumer is unhappy. Would it not be nice if a bad haircut could be returned or resold to another consumer? Perishability makes this action an unlikely possibility for most services.

A primary issue that marketers face in relation to service perishability is the inability to inventory. Demand forecasting and creative planning for capacity utilization are therefore important and challenging decision areas. The fact that services cannot typically be returned or resold implies a need for strong recovery strategies when things do go wrong. For example, although a bad haircut cannot be returned, the hairdresser can and should have strategies for recovering the customer's goodwill if and when a problem occurs.

Tangibility Spectrum

The broad definition of service implies that intangibility is a key determinant of whether an offering is a service. Although this is true, it is also true that very few products are purely intangible or totally tangible. Instead, service tends to be more intangible than manufactured products, and manufactured products tend to more tangible than service. For example, the fast-food industry, while classified as a service, also has many tangible components such as the food, the packaging, and so on. Automobiles, while classified within the manufacturing sector, also supply many intangibles, such as transportation and navigation services.

Trends in the Service Sector

Although you often hear and read that many modern economies are dominated by services, the United States and other countries did not become service economies overnight. As early as 1929, 55 percent of the working population was employed in the service sector in the United States, and approximately 54 percent of the gross national product was generated by services in 1948.

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Words and Expressions

amusement [ə'mju:zmənt] *n.* 消遣，娱乐
articulate [ɑ:'tikjulət] *v.* 明确有力地表达
barber ['bɑ:bə] *v.* 为……理发，修整
bandage ['bændidʒ] *v.* 用绷带包扎
comprehend [kɔmpri'hend] *v.* 理解，包含
comprise [kəm'praiz] *v.* 包含，由……组成
compatible [kəm'pætəbl] *a.* 兼容的，能共处的
distinguish [dis'tiŋgwiʃ] *v.* 区分，辨别
diagnosis [daiəg'nəusis] *n.* 诊断
deed [di:d] *n.* 行动；
fluctuation [flʌktju'eiʃən] *n.* 起伏，波动
follow-up ['fɔləuʌp] *a.* 后续的；增补的
framework ['freimwə:k] *n.* 框架，结构

hosting	['həustiŋ]	*n.* 待客，接待
heterogeneity	[ˌhɛtərədʒə'niəti]	*n.* [生物]异质性；[化学]不均匀性，多相性
illustrate	['iləstreit]	*v.* 阐明，举例说明
intangible	[in'tændʒəbl]	*a.* 无形的
incision	[in'siʒən]	*n.* 切口
insight	['insait]	*n.* 洞察力，洞悉
inventory	['invəntəri]	*n.* 存货，存货清单；详细目录
lodging	['lɔdʒiŋ]	*n.* 寄宿，寄宿处
manufacturer	[ˌmænju'fæktʃərə]	*n.* 制造商
manipulation	[məˌnipju'leiʃən]	*n.* 操作，处理
navigation	[ˌnævi'geiʃən]	*n.* 航行，航海
on-site	['ɔn'sait]	*a.* 现场的
pharmaceutical	[ˌfɑːmə'sjuːtikəl]	*a.* 制药(学)的
patented	['peitəntid]	*a.* 专利的
resort	[ri'zɔːt]	*n.* 度假胜地
subtly	['sʌtli]	*a.* 精细地
surgery	['səːdʒəri]	*n.* 外科，外科手术
tangible	['tændʒəbl]	*a.* 有形的
vagary	['veigəri]	*n.* 奇想
vignette	[vi'njet]	*n.* 装饰图案，小插图
year-round		整年的，一年到头的
customers service		客户服务，售后服务
derived services		派生服务
maintenance service		维护服务
to be concrete		具体地讲

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Notes

(1) Marriott International：万豪国际集团，全球首屈一指的酒店管理公司，业务遍及美国及其他 67 个国家和地区，管理超过 2 800 家酒店，提供约 490 500 间客房。

(2) American Airlines：美国航空公司。

(3) Charles Schwab：嘉信理财公司是总部设在旧金山的一家金融服务公司，成立于 1971 年，如今已成为美国个人金融服务市场的领导者。

(4) Mayo Clinic：马约诊所，世界著名的医疗机构，位于美国明尼苏达州罗彻斯特。

(5) Hewlet-Packard：惠普公司。

(6) EDS：Electronic Data Systems Corporation，电子数据系统公司，是美国一家全球信息技术服务公司。

(7) Accenture：埃森哲公司，全球最大的管理咨询公司和技术服务供应商。



Text B Guest Service

The American economy has evolved into a service economy, and the service industry accounted for two-thirds or more of the U.S. economy in the year 2000. Leading this boom is the hospitality industry. The service-driven America of the future will be much different from the industrialized society of the past. During the industrial era, the product was tangible. Quality control depended on following procedures and then testing and double-checking the commodity for accuracy. But the product of the future, guest service is not so easily controlled. Although company policy is still important, service depends largely on people.

In the hospitality industry, service is a commodity. It is a basis for competition, with those companies providing the best service coming out on top. During their rigorous orientation program, Disney trainers ask new employees, "What do we make here at Disney?" Some might think the answer would be a better theme park, money or entertainment, but the answer the trainer is looking for is "We make people happy". This is Disney's product, and it is making it better than anyone else. This is the basis of its decades of success. But unfortunately, many other members of the hospitality industry pay only lip service to the importance of customers. They say, "The guest is number one", but continue to ignore the methods their employees are using to serve guests and even develop policies that dampen the guest's satisfaction.

Thinking about quality in service requires a considerable amount of abstraction. Service is intangible, highly perishable, complex, immediate, and amorphous—and employee behavior, in all its nuances, is a major quality characteristic. In product manufacturing quality control strives to reduce defects to a minimum. In the final analysis a strong product quality—control program can ensure that defective products are removed from inventory for reworking or discard. (1) In hospitality services there are no rejects, just unhappy customers. Because a "defect" is an event that happens to somebody, there is no way to call it back.

A hotel received numerous complaints about elevator service. Unfortunately, nothing could be done about elevator carrying capacity, but management did install mirrors in the elevator waiting area. This lets the guests check their appearance while they were waiting. Although elevator performance hadn't changed, complaints fell, apparently because guests had something to pass the time. Some restaurants deliberately give estimates of a longer waiting time to guests than will actually be the case. These operators find guests finish the wait in a pleasant mood when the wait is shorter than they had expected. Once again, it is the guest's perception, their feeling about the transaction, rather than the objective facts of the transaction that have changed.

For the guest, service commonly has an emotional (i.e., feeling) reaction. The second point is that the guest's feelings as well as the transaction itself can be managed. This is not an argument for pulling the wool over people's eyes. (2) The objective quality of the transaction is, of course, important, too, but we need to be aware of the nature of the guest's experience as well as the objective facts of the service process. In what way we can take full account of our customer's emotional responses in the service planning of the process.



Customer feelings are important. The potential impact of a dissatisfied customer is often not fully understood. The first impact is that the customer may not return, but that is hardly the end of it. A study done for Coca-Cola reported that for every customer who complains, there are 26 others who say, "Why bother to complain?" —but remain dissatisfied. Customers are twice as likely to tell somebody else about a bad experience as a good one[3]. In fact, people with a complaint, on average, talk to 9 or 10 other people about it. If we follow the logic of these numbers, for every complaint received in an operation, there are 26 others who are complaining to 9 or 10 of their friends: A complaint received, then, represents something like 250 unpleasant conversations about one's organization. One expressed complaint needs to be treated very seriously because it may very well represent the tip of an iceberg.

<u>Gallup polls [4] indicate not only that service influences return business but also that it has a major impact on an operation's word-of-mouth reputation.</u> Diners, according to Gallup, will often tolerate mediocre food and a noisy, cramped restaurant as long as they feel they have been made welcome and that management cares about their dining experience. "But if the service slips and the experience is negative, 34 percent of the respondents said they would pass this information on to friends." This, in a general way, supports the Coca-Cola study cited earlier and underscores the guest's experience as a key part of service quality.

When we enter a hotel, restaurant, or other service establishment, we expect to deal with polite, knowledgeable, well-groomed employees, but unfortunately this is not always the case. How often have we contacted the customer "service" department of a business, expecting help, only to be met by an apathetic representative? A great deal can be learned about guest service.

<u>That is why corporations such as Hilton Hotels, Disney, and McDonald's are addressing this issue and have instituted companywide customer-service training programs for both management and employees.</u> An enormous amount of time and energy is being spent on improving guest relations.

Guest services are probably the single most important group of activities that a community offers its guests, because these activities make the guest feel welcome and well served. Of paramount importance among all the services provided is hosting. Hosting is one of the functions of communication. It provides information for guests on where to go, how to get there, what to see and what to do to enjoy their visit. It includes hospitality, knowledge and caring on the part of all members of the community regardless of their direct involvement in tourism activities. Hosting is an attitude that pervades the community, making the tourist-visitor feel comfortable as a guest of the community.

Good hosting brings visitors back to the community and promotes a general increase in visitation because satisfied guests return. Such guests speak positively of their experiences and urge friends and neighbors to visit your community to receive similar satisfactions.

Not all tourism activities run smoothly. Tourists sometimes present problems. Tourists do get sick, some will have heart attacks and heat strokes. Others may cause or be involved in accidents,

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such as fire, auto or boating accidents. Some may be physically impaired and require special assistance for movement and vision or hearing related activities. Some may be visitors from other countries and have difficulty understanding the language or identifying culturally appropriate behavior. Some visitors even may die while engaged in tourism-related activities. A community and its attractions must be prepared to handle such problems as they arise and to deal with them efficiently and effectively.

Ensuring that such disasters do not happen is what a good guest services program is all about. Ensurance requires the preparation and implementation of a specific plan to assure visitors of good service by trained personnel when they visit your community. Such plans should be developed, not only for special events but also for the spectrum of services needed for continuing tourism development.

Remember, the manner in which services are performed affects the satisfaction level of visitors, the image that the community projects and the very valuable word of mouth advertising that brings new tourists.

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Words and Expressions

amorphous	[ə'mɔ:fəs]	*a.*	无定形的
apathetic	[æpə'θetik]	*a.*	缺乏兴趣的，缺乏感情的
cramped	[kræmpt]	*a.*	(指空间)狭小的，受限制的
dampen	['dæmpən]	*v.*	使沮丧
defect	['di:fekt]	*n.*	过失，缺点
deliberately	[di'libərətli]	*ad.*	故意地
double-check	['dʌbl'tʃek]	*v.*	严格地检查
evolve	[i'vɔlv]	*v.*	发展，进化
highlight	['hailait]	*v.*	使显著，使突出
impair	[im'pɛə]	*v.*	损害，伤害
institute	['institjut, -tu:t]	*v.*	创立，开始；制定
mediocre	[mi:di'əukə]	*a.*	低劣的，平淡无奇的
nuance	['nju:ɑ:ns]	*n.*	细微差别
paramount	['pærəmaunt]	*a.*	最重要的，至高无上的
perishable	['periʃəbl]	*a.*	易坏的，不经久的
pervade	[pə:'veid, pə-]	*v.*	渗透，遍及
potential	[pəu'tenʃəl]	*a.*	潜在的，可能的
procedure	[prə'si:dʒə]	*n.*	程序，手续
reject	[ri'dʒekt]	*vt.*	拒绝，丢弃
		n.	被弃物
rigorous	['rigərəs]	*a.*	严格的



slip	[slip]	*n.* 失误，小疏忽
spectrum	['spektrəm]	*n.* 幅度，范围
transaction	[træn'zækʃən]	*n.* 交易
well-groomed	['wel'gru:md]	*a.* 被梳洗整洁的，穿戴整齐的
heat stroke		中暑
hospitality industry		接待业，饭店业
lip service		说得好听的话，空口的应酬话
on top		领先
pull the wool over sb.'s eyes		蒙蔽某人
theme park		主题公园

Notes

(1) In the final analysis a strong product… for reworking or discard. 总而言之，严格的产品质量监控计划可以确保不合格产品被筛选出来，或做修改，或被抛弃。

(2) This is not an argument for pulling the wool over people's eyes. 这并非是一项用以蒙蔽视听的论据。

(3) Customers are twice as likely to tell somebody else about a bad experience as a good one. 顾客倾向于对别人讲述自己痛苦遭遇的概率是讲述美好经历的两倍。

(4) Gallup poll：盖洛普民意测验。盖洛普 1935 年以来虽然是以民意测验起家，但现今正在向世界上最大的、针对市场与管理领域的，拥有研究、咨询、培训 3 项功能的商业性、学术性机构发展。盖洛普的民意测验大致分为政治、经济、社会、管理、生活方式 5 类。

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PART Ⅱ DIALOGUE

Dialogue 1 Applying for a Visa

Conversation 1

H=Hal(哈尔) V=Visa Officer(签证官)

H：I want to apply for a visa.

V：What's your purpose to Australia?

H：Just for sightseeing.

V：When do you prepare to depart?

H：I want to depart in ten days, just on the fifth of May.

V：Do you have a travel ticket to your final destination?

H：No, I haven't ordered the ticket. I want to do it after I get the visa.

V：Well, please give me your materials.

H：How long will it take to get the visa?

V：Please wait some days. We will inform you as soon as we get the result.

H：我想申请签证。

V：你去澳大利亚的目的是什么？

H：只是去旅游。

V：你准备什么时候出发？

H：我想在 10 天之后，也就是 5 月 5 日出发。

V：你有最终目的地的机票吗？

H：没有，我还没有订机票。我想拿到签证以后再去订。

V：好的，请把你的材料给我。

H：要多长时间能拿到签证？

V：请等几天。一出结果，我们就通知你。

Conversation 2

G=Gay(盖伊)　　V=Visa Officer(签证官)

G：Please tell me how I should apply for a trip to Australia.

V：Are you proposing a trip to visit your relatives in Australia or to settle down there?

G：will go to visit my relatives.

V：How long has it been since you last saw your relatives?

G：About 15 years.

V：Have you got any letter of invitation sent by your relatives in Australia?

G：Yes, I have.

V：Have you ever been to Australia before?

G：No, never.

V：How long do you intend to stay in Australia?

G：I intend to stay in Australia for 6 months.

V：All right. According to the regulations of our country, you must fill in an Application Form for an Entry Visa and prepare two photographs.

G：How long will it take to get an entry visa to Australia?

V：It won't be long, about one month.

G：请告诉我应该怎样申请去澳大利亚。

V：你申请去澳大利亚是探亲还是定居？

G：我去看望我的亲戚。

V：你有多久没有见你的亲戚了？

G：大约 15 年了。

V：你有澳大利亚亲戚的邀请信吗？

G：有的。

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V：你以前去过澳大利亚吗？

G：不，从来没有。

V：你准备在澳大利亚逗留多久？

G：我打算在澳大利亚逗留6个月。

V：好的。按我们国家的规定，你应该填写“入境签证申请表”，并准备两张照片。

G：需要等多久才能拿到入境签证？

V：很快，大约一个月。

Word Service Station

visa	签证	purpose	目的
depart	离开	sightseeing	观光
destination	目的地	exhibition	展览会
cover	支付费用	application	申请
guarantee	保证书	expense	花费
relative	亲戚	settle down	定居
invitation	邀请	regulation	规定

Dialogue 2 Booking Tickets

C=clerk(职员) J=John Smith(约翰·史密斯)

C：Good morning, China Eastern Airline. What can I do for you?

J：I'd like to make a reservation for two to Los Angeles, please.

C：For what day, sir?

J：Next Friday, if possible.

C：That's the 20th of July. Yes, we have flight at 10 a.m. and 6 p.m.

J：I prefer a morning flight. By the way, what type of aircraft is it?

C：Boeing 777. How do wish to fly, sir, economy or first class?

J：First class and window seats, please.

C：All right. Will you pay in cash or by credit card, sir?

J：By credit card. By the way, is that a direct flight?

C：No. You'll have to make a stopover in Tokyo. It'll be a three-hour layover, and you're supposed to remain on board until the plane's off again.

J：Do you have a non-stop flight.

C：I'm sorry, we don't have any direct flights on that day. We have Shanghai-Los Angeles non-stop flights only on Tuesday and Saturday. Will you change the date of your flight?

J：Oh, no. How long will the flight take? I mean the indirect flight.

C：It's about 16 hours, including the layover in Tokyo.

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J：All right, then. Two tickets for that flight.

C：May I have your name please?

J：John Smith.

C：Thank you, Mr. Smith. I've booked you on China Eastern Airlines, flight number MU192, leaving from Pudong International Airport, at 10 a.m. 20th of July. Please confirm your seats three days before departure.

J：I will. Thank you, Miss.

C：早上好！中国东方航空公司。我能为您效劳吗？

J：是的。我要预订两张去洛杉矶的机票。

C：请问要哪一天的？

J：如果可能的话，下星期五。

C：那是 7 月 20 日。我们有早上 10 点和下午 6 点的两次航班。

J：我要上午的航班。请问是什么机型？

C：波音 777。请问先生要经济舱还是头等舱？

J：头等舱，靠窗的座位。

C：好的。请问先生是用现金支付，还是用信用卡支付？

J：信用卡。顺便问一下，是直飞航班吗？

C：不是。飞机要在日本东京作短暂停留，停留 3 个小时。旅客要留在机舱里直到飞机再次起飞。

J：有直飞的航班吗？

C：对不起，那天没有直飞的航班。上海至洛杉矶的直飞航班只有星期二和星期六，请问您想更改飞行日期吗？

J：哦，不。请问多长时间能到洛杉矶？我说的还是中途停靠的飞机。

C：大约 16 个小时，包括中途在东京停留的时间。

J：好吧，两张这个航班的机票。

C：请问您的姓名？

J：约翰 • 史密斯。

C：谢谢，史密斯先生。我已经为您预订了两张东航飞往洛杉矶的 MU192 航班的机票。7 月 20 日上午 10 点从浦东国际机场起飞。请在起飞前 3 天确认你们的座位。

J：我会的。谢谢你，小姐。

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Word Service Station

reservation	预订	flight	航班
layover	中途停留	reconfirm	再次确认
cancellation	取消	on schedule	准时

PART Ⅲ TOURISM LINK：VISA APPLICATION FORM

1. 中文姓名 Chinese name	2. 曾用名 Former name	5. 照片 Photo 2″×2″
3. 外文姓名 Surname Given name	4. 性别：男 □ 女 □ Sex M F	
6. 出生日期： 年 月 日 Date of birth Year Month Day	7. 出生地 Place of birth	
8. 国籍 Nationality	9. 曾有过何国籍 Former nationality (If any)	
10. 职业 Occupation	11. 工作单位电话 Office phone No.	
12.工作单位名称和地址 Full name and address of your company/employer		
13.家庭住址及电话 Home address and phone No.		
14. 护照种类： 外交 □ 公务(官员) □ 普通 □ 其他 □ Passport type: Diplomatic □ Service(official) □ Ordinary □ Others □ 号码 有效期至 发照机关 No. Date of expiration Issued by		
15. 申请赴中国事由 Purpose of journey		
16. 前往中国地点 Places to visit in China		
17. 邀请单位名称或邀请人姓名、地址、电话 Company or person to visit in China, name(s), address, and phone No.		
18. 拟入境次数：一次□ 两次□ 多次□ Number of entries Single□ Double□ Multiple□	19. 拟入境日期：(1)_____ Y ____ M ____D Date of (each) entry into China (2) _____ Y ____ M ____D	
20. 拟在中国停留期限 Duration of (each) stay in China 1.____________day (s) 2.______________day(s)		
21. 是否申请过来华签证 是 □ 否 □ Have you ever applied for a Chinese visa before? Yes No		
22. 是否被拒绝过来华签证 是 □ 否 □ Have you ever been declined for your Chinese visa application? Yes No		
23. 使用同一护照的偕行人 姓名 出生日期 与申请人关系 Accompanying persons included in Full name the same passport Date of birth Relationship to applicant		
24. 我谨声明我已如实和完整地填写了上述内容，并对此负责。 I hereby declare that the information given above is true, correct and complete. I shall bear the responsibility for the above information. 年 月 日 签名 Year Month Day Signature		

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PART Ⅳ GOOD TO KNOW: TRANSPORTATION TERMS

缆车	cable car	卧铺	sleeping car/sleeper
月台/站台	platform	总站	terminal
包厢	compartment	上(下/中)铺	upper (lower/middle) berth
硬(软)卧	hard (soft) berth	硬(软)座	hard (soft) seat
退票	refund a ticket	电车	trolley bus
包车	chartered bus	海关手续	custom procedures
行李签	luggage tag	登机牌	boarding check/card
颠簸	rocking/bumping/tossing	斑马线/人行横道	zebra crossing
单程车票	one way ticket	往返车票	round trip ticket
地铁	metro/subway/underground		
高架铁路	elevated railway/railroad; overhead railway/railroad; aerial railway/railroad		

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PART Ⅴ EXERCISES

I. Listening comprehension.

Swiss Couple Keeps Rolling on 23-year Round-the-world Drive

In 1984, Swiss couple Emil and Liliana Shemid traveled to the United States to get away from the monotony of office work. They became hooked on __1__ and haven't stopped since.

Now 23 years, 157 countries and 626 000 kilometers. Later Emil, 65, and Liliana, 66, have turned their Toyota Land Cruiser into their home and want to spend the __2__ of their life on the road, seeing nature, meeting interesting people and __3__ about different cultures.

The couple arrived in Taiwan in October. They __4__ across Taiwan's mountains and cities, stayed two nights at the plush Grand Hotel in Taipei as guests of the Taiwan Tourism Bureau, and made friends with many locals.

"Taiwan has a __5__ combination of natural scenery and city life. A few hours from cities, you are at the seaside or in tall mountains. And Taiwan has beautiful __6__ and rich culture." Emil said.

Over two decades ago, Emil, a computer __7__ engineer, and Liliana, a secretary, decided to go to the United States to __8__ for a year. However, 12 months proved not to be long enough. They now hope to visit every country in the world and have just 33 of the 194 states __9__ by the United Nations left on their list.

In 1997, they __10__ the Guinness Book of World Records as the "Longest Driven Journey", a record they almost certainly will hold for a long time to come.

II. Put the following into Chinese.

1. tourist visa ______________________
2. entry visa ______________________
3. excursion ______________________
4. day tour ______________________
5. safari park ______________________
6. the World Tourism Organization ______________________
7. visit friends and relatives(VFR) ______________________
8. natural heritage ______________________
9. electronic ticket ______________________
10. healthcare ______________________

III. Fill in the blanks with words given below, make some changes if necessary.

tourism	popular	leisure	hospitality	accommodation
entertainment	define	economic crisis	due to	local economy

1. He read books at his ____ time.
2. They provided comfortable ____ for visitors.
3. "Mary" is a very ____ name for a girl.
4. In this resort, you can enjoy all the comfort and convenience of modern ____.
5. All our achievements are ____ his support.
6. This is an interesting ____.
7. They went bankrupt during the ____.
8. Their honesty and ____ left an enduring impress on her life.
9. The government has taken some measures to promote ____.
10. Can you ____ the world tourism?

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IV. Reading comprehension.

The Tourism Industry Faces Dilemma

Yogyakarta(城市名，汉译“日惹”), an ancient university city in Central Java, Indonesia, is at the heart of one of the regions selected by Indonesian tourism authorities to entice visitors beyond the small island of Bali, which is suffering from tourist overload. Those who rely on tourism for a living say they are especially concerned with the survival of Bali's local culture and fragile natural environment. "Indonesia has a wonderfully old and rich culture," says Jack Daniels, general manager of Bali-based Spice Island Cruises, "When cows were grazing on the fields in Paris outside Notre Dame(巴黎圣母院), Indonesia had already built the Borobudur Temple(婆罗门教的浮屠庙).The tourism industry must be the guardians of this quality."

Indonesia's rulers have set demanding and possibly unsustainable targets for tourism: 11




million international visitors per year by 2005, more than triple the current number. Tourism would become the largest sector of the country's economy, worth about $15 billion annually, overtaking the current foreign exchange pacesetters: oil and gas ($9.4 billion in 1995) and textiles ($5.5 billion).

Consequently, Indonesia is expected to switch from a net energy exporter to a net energy importer by 2005. The government is hoping the shortfall in the country's accounts will be made up by extra revenue from tourism, which in 1995 reached $5.2 billion.

However, the road ahead may be rocky. The country's tourism leaders complain that the government does not understand how to market to tourists. Tour operators worry that the country's road, water and sewerage systems will not be able to sustain the extra visitors.

There are also concerns that street crime, in areas like Kuta in Bali (巴厘), will proliferate with the increase of easy-target tourists. And hotel managers wonder where they will find the trained and qualified managerial staff to serve the additional international travelers.

Currently, many parts of the archipelago lack the infrastructure for any tourist other than those seeking "soft adventure"—action or activity holidays, like white-water rafting and rock climbing. But easier vehicular access to Bali from Jakarta could turn Bali into a little Bangkok, says Ida Bagus Lolec, managing director of Bali Tours and Travel. "People come to Bali for a culture jam, not a traffic jam," says Lolec. "Promoting the whole of Indonesia has its difficulties." Indonesia is the size of the United States from San Francisco to New York. And about the same distance as London is from Moscow. The government has so much else to think about-things like schools and hospitals that there's not that much money left to spend on tourism marketing and promotion. "

1. What problem is Bali suffering from at present?

____

2. What are the locals of Bali concerned about?

____

3. What would happen in 2005 if the government's targets for tourism industry were met?

____

4. What are tourism leaders worried about?

____

V. Translate the following sentences into Chinese. They are underlined in the texts.

1. Compatible with our simple, broad definition is one that defines services to include "all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provides added value in forms (such as

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convenience, amusement, timeliness, comfort or health) that are essentially intangible concerns of its first purchaser".

2. Services cannot be easily patented, and new service concepts can therefore easily be copied by competitors.
3. Gallup polls indicate not only that service influences return business but also that it has a major impact on an operation's word-of-mouth reputation.
4. That is why corporations such as Hilton Hotels, Disney, and McDonald's are addressing this issue and have instituted companywide customer-service training programs for both management and employees.
5. Remember, the manner in which services are performed affects the satisfaction level of visitors, the image that the community projects and the very valuable word of mouth advertising bring new tourists.

VI. According to Text A, write an article on service from your point of view.

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UNIT 2　TOURISM

PART Ⅰ　TEXT

Text A　Tourism, Good or Bad

Travel expenditures and receipts have widely different effects on the economy of a destination. There are a number of contributing factors: the relative importance of tourism in the economy, the linkages of the various parts of the economy with tourist expenditures, the percentage of tourism expenditures that soon leaves the economy, the savings habits of the residents, and the speed of expenditure within the economy. In Hawaii, for example, where tourism is by far the largest source of income, the rise and fall of tourist expenditures have immediate economic results. An economic model developed by the Bank of Hawaii has shown that a 10 percent drop in visitor arrivals will cause a $570 million decline in retail sales.

As soon as a tourist spends a dollar in a destination economy, it is received by someone, spent and re-spent. Some of the dollar may soon leave the destination (“a leakage”) to pay for imported fuel, food, furniture, and other items that are not available locally, are not competitively priced, or are not of the desired quality. Some of the dollar may go abroad as interest payments or profits to nonresidential investors. Some goes for local and national taxes. The part that remains may be rapidly spent within the economy, invested or saved. The spending that results within an economy “multiplies” its impact.

Tourist expenditures have direct, indirect, and induced effects on a destination economy. The direct effect is the change in sales, employment, and income that occurs as a direct result of purchases of goods and services by visitors. Examples are hotel room sales, restaurant sales, taxi fares, and airline ticket sales.

Indirect effects are the changes in sales, employment, and income generated indirectly in other businesses that directly receive tourist dollars spent to buy material and service inputs to meet the demand created by direct sales to visitors. Examples are sales by food vendors to restaurants, by linen vendors to hotels, and by gasoline dealers to taxi drivers.

The induced effect measures the further change in sales, employment, and income as employees and proprietors spend the salaries and income earned from their companies. An example is a hotel clerk’s expenditures for food, clothing, and shelter.

These expenditures “multiply” their economic effects as they ripple through an economy.

Tourist spending stimulates employment differently in the various components of a destination economy. The original tourist dollar may go directly to a hotel or restaurant employee or to a tour operator. That dollar is then recycled throughout the economy and provides work for other employees and proprietors.

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While most international travels, especially business travel, take place among the advanced countries, more than 20 million visitors travel to the poor countries each year, mainly on pleasure trips. Travel to third world countries is growing more rapidly than international travel as a whole.

International tourism has mostly developed since the 1960s, during a time when communication via education, television, and radio has burgeoned. Some of the changes blamed on tourism would have taken place without tourism. Tropical agriculture, mostly based on a single commodity such as cocoa, pineapple, sugar, palm nuts, coffee, coconuts or bananas, has declined in value. Tourism is an economic alternative that provides many jobs that are better than those in agriculture. Which is the better choice: work in an air-conditioned hotel versus chopping sugar cane in the tropical sun? Tourism also creates new demands for foods that can be produced locally, such as fruits, seafood, vegetables, and eggs.

International travel to East Asia and Africa is rising at a rate greater than for the world as a whole. About three-fourths of the world's people live in Third World countries, about 38 percent in China and India. It is significant that, although most of India's people are poor, perhaps 100 million of India's population could be considered middle-income and are potential international travelers. Mexico, a Third World country, provides some 6 million visitors to the U.S. annually (about half as many as the visitors from Canada). Mexico has a population of 95 million; Canada, about 29 million.

Tourism is surely an active agent in the process of bringing people and their different cultures together in a way that books and electronic media cannot. The outcomes of this convergence are not very predictable. Belief systems often clash rather than harmonize. Envy, greed, rivalry, fear and hate will continue to be part of the human race for a long time to come, and they are manifest in host/guest country relations, as they are in all human relations.

International travel removes "strangeness" and in most cases enhances "psychic affiliations" and provides for a salutary economic exchange between host and guest. International travel can become addictive. Fortunately, it is a generally healthful addiction that is conductive to friendship.

Travel among nations will increase because it facilitates seeing sights, hearing, touching, smelling, and tasting the realities of other cultures. With a reasonable amount of good will toward others, travelers can obtain a true glimpse of other people's lives, values, and aspirations as well as their environment and architecture. Getting somewhere abroad, however, is not always easy for fun. Crowed roads, jammed airports, narrow seats on small airplanes, and a line at the public lavatory are all part of the experience.

The conditions of travel can affect the feelings visitors have for the destination. If the hour or two it takes to get to a crowed airport is followed by several hours' flight while jammed into an undersized airplane seat, the stage is not set to enjoy a destination and its people. Traveling first class—being picked up by a limousine at home, waiting for a flight in the first-class lounge, enjoying a comfortable seat, and being treated deferentially by flight attendants—predisposes only a few wealthy travelers to enjoy the destination. Each personal contact in the travel chain of events contributes toward a positive or less than positive feeling for the people of the destination.

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Advanced technology, efficient transport, minimal travel hassles, and improved safety can add up to liking and understanding the host people even before arrival in their country.

The attitudes visitors bring to a trip also color their experience. An impatient person has a hard time coping with immigration checks, airline schedule changes, and routine travel delays. A young backpacker doesn't mind sleeping on the ground, a more demanding traveler may require comfort and red-carpet treatment all the way. An open-minded, curious person of good will sees new countries and cultures quite differently from the person who is primarily interested in being courted, amused and entertained.

Technology has changed travel and, with the exception of developing countries, put it within nearly everyone's reach. Travel, in turn, has changed what people think about and how they think.

Is it possible to have too many visitors to an area, overcrowding airports, highways and parks? In some cases, at a particular stage of development, yes. For some natural attractions, yes. However, what is considered overcrowded by some is taken in stride by others. New Yorkers do not seem to mind that the population of one city block in Manhattan[(1)] may be that of a small town. Holland has one of the highest population densities in the world, yet its quality of life seems satisfactory to most residents.

Many destination areas have very high tourism density (the ratio of visitors to residents). Hawaii has several times as many visitors as there are residents. So do the Bahamas, the Cayman Islands, the Virgin Islands, Austria, and Switzerland.[(2)] Whether tourism density is a problem depends on the support services present, the transportation systems, the disparity between the incomes of visitors and residents, the differences in culture and the history of relations between the host country and the visitors, the differences in religion and other belief systems, the attitudes of the visitors, and other factors.

At many destinations, personal danger has increased, in the form of theft and robbery/smugging. Airplane crowding, brought on by squeezing more passengers into smaller seats, has turned off large numbers of leisure travelers who cannot afford business-class or first-class seats. Exotic destinations lose their uniqueness and consequently their appeal to the veteran leisure traveler.

Environmental concerns aroused by mass tourism have braked tourism development in some places and have colored resident opinion about the "benefits" of having thousands of visitors. One example, described by The Wall Street Journal[(3)], is what is happening in the Alpine ski areas of Europe. The Alps are blanketed by 40 000 ski runs and 14 000 ski lifts. The ski trails of Austria alone, if placed end-to-end, would encircle the globe. Austria plans to limit mass resort development in favor of smaller but higher-quality resorts. Tigne, an alpine village in the French Alps, has a year-round population of 1 600 but is overwhelmed by 35 000 visitors during the ski season. In some Italian resorts, the infrastructure cannot handle the crush of skiers, and restaurants simply dump their garbage down the slopes.

The World Tourism Organization [(4)] has an optimistic slogan: Tourism, Passport to Peace. Of

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all human activities, tourism may hold that promise; reliance on world fellowship and religion to promote peace has had mixed results at best.

Louis D'Amore, writing in the Journal of Travel Research, called tourism the world's first peace industry. Every traveler, he said, is potentially an ambassador for peace. Through tourism, he believed, we can come to an appreciation of the rich human, cultural, and ecological diversity that our world offers. He retold a story about a Senator who Abraham Lincoln during the Civil War and said, "Mr. President, I believe that enemies should be destroyed." Lincoln replied, "I agree with you, sir, and the best way to destroy an enemy is to make him a friend."

Words and Expressions

affiliation	[əfili'eiʃən]	*n.* 友好关系
addictive	[ə'diktiv]	*a.* 使人上瘾的
alternative	[ɔ:l'tə:nətiv]	*n.* 两者择一
ambassador	[æm'bæsədə]	*n.* 大使
aspiration	[æspə'reiʃən]	*n.* 渴望，志气
backpacker	['bækˌpækə]	*n.* 身负背包的徒步旅行者
burgeon	['bə:dʒən]	*v.* 发芽，急速发展
clash	[klæʃ]	*n.* 冲突
clerk	[klɑ:k, klə:k]	*n.* 店员
chop	[[tʃɔp]]	*v.* 剁碎，砍
convergence	[kən'və:dʒəns]	*n.* 会聚，聚合
court	[kɔ:t]	*v.* 求爱，向……献殷勤
disparity	[dis'pærəti]	*n.* 悬殊，不均衡
deferential	[defə'renʃəl]	*a.* 恭顺的，表示敬意的
exotic	[ig'zɔtik]	*a.* 外来的
expenditure	[iks'penditʃə]	*n.* 费用，消费，开支
facilitate	[fə'siliteit]	*v.* 使容易，促进
fellowship	['feləuʃip]	*n.* 交情，参与
gasoline	['gæsəli:n]	*n.* 汽油
hassle	['hæsl]	*n.* 麻烦，困扰
induce	[in'dju:s, in'du:s]	*v.* 促使，引起
infrastructure	['infrəstrʌktʃə]	*n.* 基础，基础结构
jammed	[dʒæmd]	*a.* 堵塞的，拥挤的
lavatory	['lævətəri]	*n.* 卫生间，洗手间
limousine	['liməzi:n]	*n.* 大型轿车
linen	['linin]	*n.* 亚麻布
linkage	['liŋkidʒ]	*n.* 联合，关联

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manifest ['mænifest] *a.* 明白的，明显的
multiply ['mʌltiplai] *v.* 增加，繁殖
predispose [ˌpriːdis'pəuz] *v.* 使倾向于
proprietor [prə'praiətə] *n.* 所有者，业主
receipt [ri'siːt] *n.* 收入款
recycle [riː'saikl] *v.* 回收再用
ripple ['ripl] *v.* 起伏，飘动
rivalry ['raivəlri] *n.* 竞争，对抗，竞赛
salutary ['sæljutəri] *a.* 有益的
slogan ['sləugən] *n.* 口号
squeeze [skwiːz] *v.* 压榨
shelter ['ʃeltə] *n.* 庇护，避难所
vendor ['vendɔː] *n.* 卖主；小贩
business-class seats (飞机上的)商务舱
first-class seats (飞机上的)头等舱
palm nut 棕榈果
population density 人口密度
red-carpet treatment 贵宾级的待遇
sugar cane 甘蔗
take sth. in stride 不费力地解决；轻松地胜任
via pre. 经由，经过

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Notes

(1) Manhattan：曼哈顿(美国纽约市中心)，曼哈顿商业区。

(2) Hawaii has several times as many… Austria and Switzerland：在夏威夷，游客要比当地居民的人数多好几倍。巴拿马群岛、开曼群岛、维尔京群岛、奥地利、瑞士等地情况也是如此。the Bahamas：巴拿马群岛，位于古巴东北方。the Cayman Islands：开曼群岛。Virgin Islands：维尔京群岛。这些岛屿均在拉丁美洲。

(3) The Wall Street Journal：华尔街日报。

(4) The World Tourism Organization：世界旅游组织。

Text B What Is a Tour Guide

Usually we think of a tour guide as a person that leads tourists to scenic spots and historic attractions and describes the history and culture of these places to the guests. But this is not the only job. A tour guide is responsible for his/her guests while he/she is in China. You must learn many skills in order to do your job well. When interacting with tourists, the best guides think of themselves as playing four roles: a historian, a teacher, an entertainer and a host.

As a guide, you should be a historian first. You must know a great deal about local and national history as well as the culture and traditions of your country. Most tourists come to visit China because of its long history, its ancient culture, arts and traditions. Most of the popular tourist attractions in China are historical. So to be a well-informed guide, you must first start off with a strong knowledge and understanding of Chinese history and the development of Chinese culture.[(1)]You should be able to present to your tourists a complete picture of China both yesterday and today. History is important. However, the tourists today are more and more interested in modern China and the everyday life of the modern Chinese people.

You should think of your second job as a teacher. You are not a classroom teacher, standing in the front of a classroom and giving lecture. You are a teacher who helps foreign tourists learn and understand the history, culture, traditions and important ideas of China. People around the world want to know about China, and understand its mysteries when they come here for a visit. They will look to you to teach them. As one of their tour guides, you will probably be one of the few Chinese natives that they will meet while they are in China. Most of the knowledge that tourists learn while they are visiting China comes directly from their guides. Knowledgeable guides who spend a lot of time explaining things to their guests can help tourists understand a great deal about China. This makes tourists enjoy their stay more. By doing so, you can help people from other countries learn about your country and its people. You will also need to teach them simple skills from time to time. A good example is the chopsticks. Many foreign tourists have eaten Chinese food. But they have never had to eat with chopsticks. It will enrich their trip and give them something to show their family back home if you take a little time to show your groups how to eat with chopsticks before the first meal. It is also a good idea to explain to them how a Chinese meal is served and eaten. If you don't, you may be complained of the food being cold or there are no serving spoons when the meal starts.

You should also think of yourself as an entertainer. You are not a stage performer, but a friendly, active, high-spirited person whose job is to help your guests enjoy themselves. You will help tourists feel welcome in your country. You should try to make your presentations interesting and lively so that tourists will be attentive to what you are saying. Don't just talk about historical facts and dates and people's names. Use stories, folk tales, idioms, and even explanations of Chinese names to make your presentations much more interesting! Be friendly with your guests, find out what they are interested in and use this information in you presentations. If a member of your group is interested in traditional Chinese art, you can make a reference to Chinese art in your presentations and the group will be much more involved in what you are talking about.[(2)] Have jokes with them, ask them questions and get them involved in what you are doing. They will enjoy their trip a great deal more and it will be easier for you to manage them if you have developed this type of relationship.

Finally, you should always think of yourself as a host. Tourists are visitors to your country. You are responsible to take care of them while they are depending on you to make them feel welcome

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and comfortable, to feed them, to provide them with some place to sleep, to protect them and keep them safe. If they have any problem, they will come to you for help or to complain. This is probably your most important job as a guide. Tourists are on vacation. They want to enjoy themselves and to be comfortable. If you do your job well as a host, your problem and tourists' complains will be minimal. But if you fail to realize the importance of being a good host to your guests, you will cause yourself a great deal of problem. A good rule to follow is, always treat your guests like what you would want to be treated. In this way, you will never go wrong.

Your professionalism as a tour guide represents not only your personal appearance and behavior, but also that of the company you work for as well as your country. How professional you are will depend on how you dress, your ability to use and understand languages, your manners and social skills and your attitude toward your work and the people you are providing services to. In general, your professionalism is your appropriate behavior in a business setting.(3)

Your appearance is the first thing people will notice and judge when they meet you. Are your clothes clean, neat, and appropriate for the situation? Clothes that are too casual or too dressy might offend guests. People judge your ability by your appearance and the way you act. If your hair needs to be combed or cut, face needs to be shaved, or you are wearing too much makeup, they will see that you do not take care of yourself very well, and will wonder how you will be able to take care of them. Tourists also tend to judge your company and even your country by your appearance. "Oh, this travel agency can not be very successful. The tour guide is always wearing the same dirty clothes." "Does everyone in China always wear so much makeup?" "The last two tour guides have looked like actors from the Beijing Opera."

Your manners, which means how polite and respectful you are to other people, will communicate a lot about you to others. You should be courteous and polite to all guests, even if they are hard to deal with or rude. Your professional manners will have a great effect on your company. If you act poorly, it will reflect badly on both you and the company you work for. Basic manners include the use of the expressions as "please", "thank you", "Mr.", "Mrs." and "Miss" before guests' last names and asking tourists to do something rather than telling them to. An American saying that expresses this idea very well is: "You can get more cooperation with sugar than you can with salt."

Your attitude is a very important factor in any job where you work with other people. Service—providing jobs, like being a tour guide, can be sometimes very hard and difficult. All people are different. They have different education, backgrounds, likes and dislikes. You will find it hard sometimes to keep all of them happy, and some of them will never be able to get pleased. This is a common problem for guides. It can affect your attitude about your guests and how you do your job. Your attitude is never secret.(4) People can see it, read it in your face and judge by your actions. We react against others' attitudes if they are strong enough. A tour guide is a leader of the group. If he is bored and not interested, there is a good chance that the group will be bored and not interested either. If the guide is angry about something, he can cause the whole group to

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develop that attitude. If you find you are having trouble controlling a group, the first thing you should look at is your own attitude. You can have a very strong effect on a group while you are quite unaware of it.

Being a guide can be a lot of fun. You will travel, spend a lot of time on recreation and entertainment activities, but you must remember that you are working, it is your job. You must always know the difference between work and play. Guests may ask you to join them, to participate in activities with them, you may need to decide if you have the time or even the energy to do so. Guiding can be a very physically demanding job.(5)You should interact with guests as much as possible, but not at the cost of doing your job improperly. Likewise, you should not spend all your time worrying about every little detail, so that you don't spend any time with your guests socially. If so, you will not be able to build a friendly relationship with them.

You also need to realize if you become too friendly with visitors, it can also affect your ability to do your job well. If guests consider you a close friend, they may ask you to do them favors, make changes in the tour schedule and help them buy things at Chinese prices instead of tourist prices. Special favors for some but not for others can cause you a great deal of trouble in a large tour group. It will also mean more work for you and take time away from the things you should do. It could be very difficult to say "no" to these new friends.

All these qualities determine your professionalism, and are some of the most important characteristics that will determine your qualifications as a tour guide.

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Words and Expressions

appropriate	[ə'prəuprieit]	*a.* 合适的，得体的
dressy	['dresi]	*a.* 时髦的
entertainer	[entə'teinə]	*n.* 表演者，接待客人者
historian	[his'tɔ:riən]	*n.* 历史学家
interact	[ˌintə'rækt]	*v.* 相互作用
knowledgeable	['nɔlidʒəbl]	*a.* 有知识的，渊博的
minimal	['miniməl]	*a.* 最低限度的，最小的
presentation	[prezən'teiʃən]	*n.* 介绍，描述，展示
professionalism	[prəu'feʃənəlizəm]	*n.* 职业特点，职业作风
qualification	[ˌkwɔlifi'keiʃən]	*n.* 资格
respectful	[ri'spektful]	*a.* 恭敬的，尊重人的
setting	['setiŋ]	*n.* 环境，背景
scenic	['si:nik]	*a.* 风景优美的
to do sb. favors		给某人帮忙
be involved in		专心于，专注于，聚精会神干某事
historic attraction		历史名胜

Notes

(1) So to be a well—informed guide…development of Chinese culture. 因此，要做一名知识渊博的导游，你首先应该对中国历史和文化的发展有深刻的了解和正确的认识。

(2) If a member of your group…talking about. 如果旅游团里有人对中国传统艺术感兴趣的话，你不妨在讲解中提及相关的内容，这样整个团里的游客都可能会更加专注地听你讲解。

(3) In general, your professionalism is…a business setting. 总之，你的职业风范就是你在一定的职业场合恰如其分的举止。

(4) Your attitude is never secret. 你的态度或看法常常不言自明。(此处的 secret 是形容词，表示“秘密的，隐蔽的”。)

(5) Guiding can be a very physically demanding job. 导游是一项对从业人员体力要求较高的工作。

PART Ⅱ　DIALOGUE

Dialogue 1　Changing Foreign Currency

B=Bob(鲍勃)　　C=clerk(职员)

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B：Excuse me, is this the Banking Department?

C：Yes, it is. What can I do for you?

B：Can I exchange some foreign currency here?

C：I'm sorry. This counter is just for savings. You'd better go to No. 6 Counter. That's the Foreign Exchange Counter.

B：Thanks for your information.

(At No. 6 Counter)

B：Good morning! Is this the Exchange Counter?

C：Yes, it is.

B：I've got a note of 1 000 euro. But I just want to change 500 Euros. Can you return me the remaining sum in the notes of 50 euro?

C：I'll try my best. Please fill in this memo and show me your passport.

B：Here is my passport, and the memo filled out.

C：One moment, please. Your sum of 500 euro is changed into ￥5 160 and the remaining 500 Euros are given back to you in eight notes of 50 euro each and one note of 100 euro. I'm sorry to say there are not enough 50 euro notes.

B：It's just all right. Thanks a lot.

B：劳驾，这是业务部吗？

C：是的。我能为您做点什么？



B：我能在这兑换一些外汇吗?

C：对不起，这个柜台是储蓄部。您去 6 号柜台吧，那是外汇兑换柜台。

B：谢谢你告诉我。

(在 6 号柜台)

B：你好！这是兑换柜台吗?

C：是的，是兑换柜台。

B：我有一张面值为 1 000 欧元的钞票，但我只想兑换 500 欧元，剩下的 500 欧元能找给我 10 张 50 欧元的钞票吗?

C：尽力吧。请填写兑换水单并出示护照。

B：这是我的护照。兑换水单已填好了。

C：请稍候。您的 500 欧元兑换成了 5 160 元人民币，剩下的 500 欧元给您兑换成了 8 张面值为 50 欧元的钞票和一张面值 100 欧元的钞票。50 欧元面值的钞票不够了，很抱歉。

B：没关系。非常感谢。

Word Service Station

foreign currency	外汇	exchange rate	汇率
memo	兑换水单	sum	总数
duplicate	复制，复制品	sign	签名
column	栏	Foreign Exchange	外汇兑换

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Dialogue 2 Taking a Taxi

P=passenger(乘客) D=driver(司机)

P：Are you engaged?

D：No, madam. Can I help you?

P：I want to go to the airport.

D：Oh, hop in. When should we be there?

P：I've got to be there by 2:30. Can you make it?

D：Ok, if there's no hold-ups.

P：Is this the right road?

D：Yes. This is the road without much traffic.

P：Can you hurry?

D：I won't exceed the speed limit. I have the pedal to the metal already!

P：Here we are. Just drop me here. How much do I owe you?

D：Ten dollars and fifty cents.

P：Here's fifteen dollars, and you can keep the change.

D：Thank you.

P：有人预订你的车吗?

D：没有，女士。您要用车吗？

P：我要去机场。

D：哦，上车吧。什么时候到？

P：我要在 2:30 之前赶到那儿。你能赶到吗？

D：如果没有堵车的话，就可以。

P：我们的路线对吗？

D：对。这条路车少。

P：你能快点吗？

D：我可不能超速行驶。我已经踩油门了。

P：到了。在这儿下车。该付多少钱？

D：10.5 美元。

P：给你 15 美元，零头不用找了。

D：谢谢。

Word Service Station

engage	占用	exceed	超过
hop in	上车	hold-ups	堵车
limit	限制，约束	pedal	踏板，油门

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PART Ⅲ TOURISM LINK：INVITATION LETTER

Invitation 1

You're Invited!

Yedong Company is having its 20th anniversary. Please join us for the celebration on Monday, May 12.

Anytime between 9 a.m. and 4 p.m.

Yedong Company

156 Xingye Street

Luwan District 200023

Invitation 2

The pleasure of your company is requested by

Mr. Williams Lee

for cocktails

to meet

Maggie Q

international movie star
Friday, October 15
At 6:30 p.m.
In the Swan Hall
Garden Hotel

PART Ⅳ GOOD TO KNOW：AT THE AIRPORT

机场费	airport fee	国际机场	international airport
国内机场	domestic airport	机场候机楼	airport terminal
不需报关	nothing to declare	海关	customs
登机口	gate; departure gate	航班号	FLT NO. (Flight number)
预计时间	scheduled time (SCHED)	实际时间	actual time
已降落	landed	起飞时间	departure time
延误	delayed	登机	boarding
登机手续办理处	check-in	登机牌	boarding pass (card)
行李领取处	luggage claim; baggage claim	中转	transfer
过境	transit	免税店	duty-free shop
行李牌	luggage tag		

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PART Ⅴ EXERCISES

I. Listening comprehension.

When traveling by plane what makes our ears pop, and what is it exactly that pops? Most of us are familiar with this phenomenon of travel: it usually happens on takeoffs and __1__.

Our ears pop because of the change in air __2__ as the plane ascends or descends. At higher __3__ air pressure is lower, even though the plane is pressurized. Our ears are sealed off inside our heads, so as the plane ascends or descends the pressure outside and inside our ears is different. This difference in pressure can __4__ our ear drums and can be painful.

What needs to be done here is to equalize the pressure between our ears and the airplane cabin. Nature has provided the __5__ for this with a tube that runs from the middle ear to the nasopharynx (鼻咽部) —the open area behind our noses. It's called the Eustachian tube(咽鼓管). Normally the Eustachian tube is closed, so in order to __6__ the pressure we need to open it. Seasoned travelers know that you can avoid the discomfort by swallowing or chewing __7__ when you feel the pressure change. The __8__ action when we chew gum or swallow opens the Eustachian tube, and allows the pressure to be equalized. The opening of the Eustachian tube is associated with the "pop" we hear.

Incidentally, babies often __9__ on takeoff and landing because they don't know to chew or __10__. Having them suck on something can open their Eustachian tubes and alleviate the pain on their ears and the other passengers.

II. Put the following into Chinese.

1. business visa ____________________
2. visit visa ____________________
3. transit visa ____________________
4. the Tourist Society ____________________
5. crew of airlines ____________________
6. historical heritage ____________________
7. foot massage ____________________
8. time difference ____________________
9. trade fair ____________________
10. tour group ____________________

III. Fill in the blanks with words given below, and make some changes if necessary.

make a reservation	reward	celebrate	afford	in advance
in the case of	invite	remind	participate	drop sb. a line

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1. They ____ me to have dinner with them on Sunday.
2. How can I ____ your kindness?
3. Where can I ____ ? You can do it online.
4. Please ____ when you get home.
5. Several experts will ____ as technical advisers.
6. There is no reason that you shouldn't tell them ____ when you are going.
7. They are going to hold a party to ____ their graduation.
8. Who should we notify ____ an emergency?
9. As a student, he couldn't ____ the luxury.
10. What he said ____ me of my college life.

IV. Reading comprehension.

Tourism as a Global Industry

David Lodge, in his novel Paradise News, proclaims tourism half seriously as the new global religion. Using guidebooks as devotional aids, million of "pilgrims" tour to a galaxy of holy places every year from Disneyland to Delhi, from Cairo to coral reefs, from Harrods to the Himalayas.

Sitting on a lump of rock beside the Parthenon, watching the tourist milling about, clicking

their cameras, talking to each other in different languages, it suddenly struck me: tourism is the new global religion. Catholics, Protestants, Hindus, Muslims, Buddhists, atheists—the one thing they have in common is they all believe in the importance of seeing the Parthenon. Or the Sistine Chapel, or the Eiffel Tower. (Lodge, 1992)

What Lodge parodies is, of course, mass package tourism, the extreme form of the travel phenomenon, and the "phenomenon" is indeed, as it sweeps the world with seemingly unstoppable energy, like a tsunami. The numbers and growth rates are impressive: by the mid-1990s some 500 million travelers crossed international boundaries each year. In addition, throughout the world, domestic travel was growing as a component of social and economic changes. Despite indications of slowing down, travel and tourism remained, in the 1990s, one of the world's fastest growing industrial sectors, and was poised to become the world's leading industry, with six percent of global GDP and at least 13 percent of consumptive expenditure. Equally significant was the realization that, although over 60 percent of all travel still occurred between countries in North America and Europe, the highest growth rates were being recorded by newly industrialized countries (NICs) and less developed countries (LDCs). It must be remembered, too, that demand for, as well as supply of, tourism opportunities is becoming truly global, illustrated vividly by the rapid growth of high-spending tourists from Japan and the NICs of South-East Asia.

One of the most important characteristics of tourism is that it is, in essence, a fashion industry. The complex two-way relationship between demand and supply is based upon the dynamics of people's perceptions, experience, attitudes and values. Participation in tourism is, therefore, subject to powerful cultural filters, which may change over time. For example, the Japanese are well-known for their strongly developed work ethics, but this is changing, both organically in the way people think, and as an element of public policy, where the government is emphasizing the benefits of the leisure ethics. One result is the explosion in the Japanese demand for tourism experience. For instance, succeeding the well-publicized "sex tourism" packages to Bangkok for business executives, there is the rapidly growing Australian tour itinerary. Cairns-Barrier Reef-Ayers Rock-Sydney, which is causing concern over its carrying capacity, impacts and quality of experience.

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1. Write T (true) or F (false) to each of the following statements.

(1) International tourism rush to tourist destinations in large numbers just like a tsunami sweeping in from the sea. ( )

(2) Domestic tourism is developing rapidly over recent years and helps accelerate social and economic changes in many countries throughout the world. ( )

(3) All industries, including the travel and tourism industry, were declining during the slow down of world economic expansion in the 1990s. ( )

(4) The travel and tourism industry took the largest percentage of global GDP and consumptive expenditure in the 1990s. ( )

(5) The world's largest tourist-generating countries and tourist destination countries are in Europe and North America. ( )



(6) International tourism has become a global industry for both industrialized countries and developing countries. ( )

(7) Japan and South-East Asian countries have become very important tourist-generating regions in the world. ( )

2. Write down your answer to each of the following questions.

(1) What is one of the most important characteristics of international tourism, according to the text?

Tourism is a ________________________________.

(2) What did the Japanese use to be known for?

They used to be well-known for their ________________________________.

(3) What is one of the results of the change in the ethics of the Japanese people?

They are demanding ________________________________.

(4) In what way did Japanese executives change their interest in tourist destinations?

They used to favor ________________________________, but now they prefer the popular Australian itinerary: ________________________________.

V. Translate the following sentences into Chinese. They are underlined in the texts.

1. Indirect effects are the changes in sales, employment, and income generated indirectly in other businesses that directly receive tourist dollars spent to buy material and service inputs to meet the demand created by direct sales to visitors.
2. International travel removes "strangeness" and in most cases enhances "psychic affiliations" and provides for a salutary economic exchange between host and guest.
3. Advanced technology, efficient transport, minimal travel hassles, and improved safety can add up to liking and understanding the host people even before arrival in their country.
4. Technology has changed travel and, with the exception of developing countries, put it within nearly everyone's reach.
5. Environmental concerns aroused by mass tourism have braked tourism development in some places and have colored resident opinion about the "benefits" of having thousands of visitors.

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VI. Writing.

Write an invitation to invite a friend to informal launch. The followings should be included.

1. The specific time and location of the launch.
2. The main content of the launch.
3. The participators of the launch.



UNIT 3 TRANSPORTATION SERVICE

PART Ⅰ TEXT

Text A Airline Services

The airlines of the world offer many varieties of services in many different kinds of aircraft. Transcontinental and transoceanic flights are made in giant jet planes, some of which can carry several hundred passengers on each flight. Smaller jets are commonly used on the shorter, more heavily traveled routes between major centers of population, Paris to London, for example, or New York to Chicago. In contrast to the jets are propeller airplanes, as they are now generally called, which are slower and smaller than the jets. Many different kinds of propeller planes fly on short routes into small airports that cannot handle the big planes. The DC-3 [1] (or the Dakota, as the British call it), one of the first successful commercial airplanes, is still used in many parts of the world.

There are several ways in which airline services can be divided into categories. One distinction is between trunk lines and feeder lines. Trunk lines are those which operate between major population centers. New York to San Juan, Puerto Rico, is an example of a trunk route.[2] Feeder lines, which are sometimes called local lines, connect smaller cities and towns with each other or with the major centers and the major airports.

In the last few years, there has been a rapid development of feeder airlines in many countries. Some smaller cities have no other means of public passenger transportation. In countries where there is large frontier, such as Canada or Brazil, air service may provide access to some areas even before they are reached by roads. Similarly, in countries with rugged terrain, such as Colombia, airplanes can provide more effective transportation between regions than highways or railroads.

Airline passenger service can also be divided into scheduled and non-scheduled flights. A scheduled flight leaves at the same time on the same day to the destination. The schedule for the flight is published by the airline in its timetable. The passenger can make a reservation in advance for a scheduled flight with the reasonable expectation that the flight will leave at the certain time and go to a certain place regardless of the number of passengers who have tickets for the flight. Many scheduled flights often carry only a small number of passengers.

A non-scheduled flight, on the other hand, depends on the availability of passengers and aircraft. It is more or less the air version of taxi or rent-a-car service. It takes passengers where they want to go at a time that is convenient for them, as long as plane is available. Non-scheduled flights may carry only a few passengers in a small plane, or they may carry hundreds of people on a jumbo jet. These latter flights are often called charters. Charters are especially popular with groups on vacation since they usually cost much less than scheduled flights on the same routes.

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Scheduled airlines often provide non-scheduled services—particularly charter flights—during the tourist season. Occasionally, they also provide extra sections of scheduled flights at times when travel over a particular route is especially heavy—during a holiday weekend, for example. An extra section of course depends on the availability of aircraft.

On the flight itself, there is usually a distinction between first class and economy, which was formerly known as tourist class. The first class passenger has more space and receives more in flight service. In most modern jets, the seating plan in first class is usually two seats on each side of the aisle. In economy, there are usually three seats side by side. The first class seats are usually farther apart so that the passenger has more room for his legs. To the passenger, the chief difference between first class and economy may well be the cost—first class fares are much higher than economy fares.

Many airlines offer one-service flights, especially on short, heavily traveled routes. On a few routes, notably New York—Washington, New York—Boston, and Los Angeles—San Francisco, there are shuttle flights.(3) The passenger does not have to make a reservation in advance, and he pays for his ticket either at the departure gate or on the flight itself.

The airline industry is still very young. The first scheduled service across the Atlantic for instance began in 1939. Today the airlines carry millions of passengers every year on both local and long distance flights. In some areas of the world air service is the only effective means of public transportation. The airlines are still growing rapidly and at the same time occupying an increasingly important place in the economy of many nations. They employ thousands of people to handle the passengers and freight that they carry.

Many of these people work in various technical jobs where they have little or no direct contact with the public—in aircraft maintenance or air traffic control, for example. Thousands of others, however, come into daily contact with the traveling public. They include reservations and ticket agents, around service personnel, flight attendants, or cabin attendants, popularly known as stewardesses.

Passengers' safety is the main job of flight attendants, or cabin attendants. The things passengers bring on the plane with them must be put away safely so that they will not slide around during the flight. If the plane should move or turn suddenly, a loose object could hit and injure someone.

One important responsibility of the flight attendants is to help the passengers fill out the customs declaration and immigration cards (4) correctly. Immigration means entering a country to live there. Emigration means leaving one's country to live somewhere else. Many countries call the cards that they ask arriving travelers to fill out "immigration cards" regardless of whether the travelers intend to stay and live in the country or are tourists on a visit. These cards may also be called "arrival" or "disembarkation" cards. Some countries also have special "departure" or "embarkation" cards (5) that they ask people to fill out when they leave the country.

Immigration and emigration cards are important for a country's tourism department. The immigration cards ask for information about the passengers. The tourism department uses this

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information in planning facilities for tourists. The cards filled out by the passengers also help the tourism department know what kinds of tourists visit the country. Answers to questions on the cards give the country of origin, and other important information. This information helps the tourism department know in which countries they should advertise.

The other card the passengers are requested to fill out is custom declaration.[6] This is a statement that travelers make about the things they are bringing into a country.

The passenger's luggage is one of his major concerns. He expects it to travel on the same plane as he does, to arrive at the correct destination, and to be undamaged upon arrival. The tourist doesn't expect his suitcase to be delayed, the businessman doesn't expect his briefcase to be mislaid. Luggage is the passenger's personal property, and the passenger has very personal feelings about it.

The airlines have prescribed the maximum weight that a passenger can take on flights. These limits on luggage weight exist to keep the airplane from becoming overloaded. Luggage within this allowance that is carried in the plane's luggage compartment is usually called checked luggage.

There are also regulations that determine what luggage the passenger can carry onto the plane and keep with him in the passenger compartment of the aircraft. This is usually called carry-on or cabin luggage.

An important part of the check-in process at the airport or at a city terminal is the weighing and checking of the passenger's luggage. Generally, a tag is attached to each piece of checked luggage. The tag uses the three-letter code for the destination [7] and there is usually also a space where the agent can write the flight number. The tag has two parts. One of these is attached to the handle of the checked bag, this is sometimes called the strap portion. The other, usually called the stub, is given to the passenger. He uses it to claim his bag when he arrives at his destination. It has the same identifying number as the tag part attached to the bag. At the end of the flight, passengers locate and identify their luggage by matching the stub numbers with the luggage tag numbers. The customary procedure is to staple the stub to the ticket or to the envelope that holds the ticket. If the passenger is checking more than one piece of luggage, each piece is tagged and the passenger receives a stub for each piece. Some airlines also put tags on each piece of carry-on luggage. These tags do not have stubs.

Airlines can change for overweight luggage, but they do not always do so. To the passenger, the procedures do not seem to be very consistent. Sometimes carry-on luggage is weighed; at other times it is not. At times the passenger is charged for a suitcase that is only a kilogram overweight; at other times he is not.

Many passengers will travel on more than one airline to reach their destination. A passenger may, for example, travel to Frankfurt on one airline and transfer to another airline to go on to Vienna. The airlines make arrangements for interline luggage for such a passenger so that he will not have to transfer his luggage himself at each airport where he makes a connection. Special interline tags are attached by the agent when the bag is checked. The passenger who is going to

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Vienna, therefore, does not have to do anything with his bag when he changes planes at Frankfurt, he does not claim the bag until he arrives in Vienna.

For the outgoing passenger, the procedure for handling luggage is generally uniform and simple. He takes his luggage to the check-in counter where it is weighed and tagged. He receives his stub and then claims the luggage at his destination.

For the incoming passenger, the procedure is also simple, but it varies considerably from airport to airport. In general the luggage is claimed at a specified area. There may be luggage handlers who will take the stub and find the luggage for the passenger. The passenger, however, will probably have to locate the luggage himself. At some airports, he cannot leave the luggage claim area without having the strap tag checked against the stub by a guard. In addition, the international passenger will almost always have to take his bags through a customs inspection.

Most countries tax the items that their citizens purchased in other countries to bring back home. This tax is called a duty. In this case, the country does not want its money spent abroad for foreign goods. It would like people to spend their money in their own country for goods or products made there. Most countries allow returning travelers to bring in a certain amount of goods without tax, or "duty free". The things that are allowed in duty free are for personal use, either as remembrances of the trip or as gifts to friends and relatives. Each country has its own regulations about what can or cannot be brought in from abroad. The tax does not usually apply to a tourist visiting a country. However, customs officials want to be sure that tourists are not bringing in things that are against the law or things to sell to people who live in the country. Some things, called "contraband" are not allowed at all. An item that is contraband may not legally be brought into or sent out of a country, for example, drugs, art treasures. So all entering travelers fill out a custom declaration card in addition to the immigration card.

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Words and Expressions

airline	['ɛəlain]	*n.* 航空公司，定期航线
aisle	[ail]	*n.* 通道，走廊
allowance	[ə'lauəns]	*n.* 限额
availability	[əˌveilə'biləti]	*n.* 可得到的东西或人员
category	['kætigəri]	*n.* 种类，范畴
charter	['tʃɑ'tə]	*n.* 包机
consistent	[kən'sistənt]	*a.* 一致的，调和的
contraband	['kɔntrəbænd]	*n.* 违禁品，走私
duty	['dju:ti]	*n.* 税，特指由政府对进口货物征收的税
economy	[i'kɔnəmi]	*n.* 经济舱
frontier	['frʌntjə]	*n.* 国境，边疆，边境
prescribe	[pris'kraib]	*v.* 指示，规定

propeller	[prəu'pelə]	*n.* 飞机上的螺旋推进器
property	['prɔpəti]	*n.* 财产，所有物，所有权
remembrance	[ri'membrəns]	*n.* 纪念物
reservation	[rezə'veiʃən]	*n.* 预订，保留，(旅馆房间等)预订
transcontinental	[ˌtrænzkɔnti'nentəl]	*a.* 横贯大陆的
transoceanic	[ˌtrænzəuʃi'ænik]	*a.* 横渡大洋的
carry-on (cabin) luggage		随身携带的行李；手提行李
checked luggage		托运行李
customs declaration		通关申报表
departure gate		登机通道
duty free		免税
feeder line		航空支线
flight attendant		乘务员
flight number		航班号
ground service personnel		地勤服务人员
in-flight		机内的，机上的
interline luggage		行李联运
jet plane		喷气式飞机
jumbo jet		大型喷气式客机
luggage compartment		行李舱；行李认领区
non-scheduled flight		不定期航班
overweight luggage		超重行李
rugged terrain		崎岖的地形
scheduled flight		定期航班
shuttle flight		区间航班
trunk line		航空干线

Notes

(1) DC-3：道格拉斯 DC-3 民用航空机。1936 年 6 月，第一架 DC-3 开始商业运行，它能容纳 14 名过夜乘客或者 28 名短途乘客。DC-3 被认为是世界上第一种成功的商业飞机，也是有史以来最有影响力的运输机。这种飞机为发展和建立可靠的世界航空网和促进航空运输所做的贡献是其他任何一种飞机都无法比拟的。

(2) New York to San Juan, Puerto Rico, is an example of a trunk route. 例如，纽约到波多黎各的圣胡安就是一条航空干线。Puerto Rico：波多黎各，是一个位于加勒比海的美国自治联邦岛。

(3) On a few routes, notably New York—Washington, New York—Boston, and Los Angeles—San Francisco, there are shuttle flights. 在一些航线，特别是纽约到华盛顿和波士顿，以及洛杉矶到旧金山都有区间航班。Boston：波士顿(美国马萨诸塞州

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首府)。Los Angeles：洛杉矶(美国西部城市)。San Francisco：旧金山(美国加利福尼亚西部港市)。

(4) immigration cards：入境登记卡，也写做 arrival 或 disembarkation cards。进入任何国家都必须填写入境登记卡，在入境时将护照与入境卡一同向边防检查官出示，边防检查官在护照上加盖入境验讫章后方可入境。我国要求进入我国境的人单独填写入境登记卡和出境登记卡。很多国家如泰国、马来西亚、韩国、新加坡等将入境和出境登记卡合而为一，称作入出境登记卡。入境时，边检官查验护照、签证、机票等，留存出境登记卡，并在护照上加盖验讫章。

(5) departure or embarkation cards：出境登记卡，参看注释(4)。

(6) custom declaration 海关申报单：外国人出入任何国家国境，均须根据该国政府规定，办理入境手续，按国际管理进行 C(customs，海关)、I(immigration，入出境管理)、Q(quarantine，卫生检疫)检查，C.I.Q 是出入境手续的总称。按照规定，海关申报单上应填写所携带的物品、违禁品、课税品、金、银、货币数量等供海关检查。

(7) The tags uses the three-letter code for the destination. 货运标签用 3 个字母的代码表示目的地，如 SHA 代表中国的上海。

Text B　Greyhound Lines, Inc.

Headquartered in Dallas, Texas, Greyhound[(1)] is the only nationwide provider of scheduled intercity bus transportation services in the United States. The company's primary business consists of scheduled passenger service, package express service, charter, and food service at certain terminals, which accounted for 86 percent, 4 percent and 10 percent, respectively of the company's total operating revenues of approximately $923 million in 1999. The company transports over 20 million passengers in the United States, Canada and Mexico. With a fleet of approximately 2 400 buses, it provided over 18 000 daily departures to 2 600 destinations. Greyhound ended 1999 with a net income of negative $16.3 million. This followed a gain of $ 35.2 million in 1998.

In March 1999, Greyhound merged with and became a wholly owned subsidiary of Laidlaw Inc., Burlinton, Ontario. Laidlaw is North America's largest operator of school buses and ambulances. By buying Greyhound, "Laidlaw becomes the largest intercity passenger carrier and gains an otherwise unattainable platform and brand recognition for the expansion of the tourism and coach business in North America," said James Bullock, Laidlaw's CEO.

Carl Lentzsch, CEO of Greyhound since 1994, continued in that role following the merger. "Although these are very uncertain times, with Laidlaw's financial strength and access to capital markets, Greyhound will be able to make the investments we need to continue our growth while providing superior customer service." Mr. Lentzsch said just prior to the merger.

Even if Greyhound can provide that desperately needed superior customer service, the future of the bus industry remains very uncertain for a variety of reasons. In the 1960s nearly 30 percent of all interstate travel was by bus. By the early 1990s, less than 6 percent of interstate travel was by bus. Obviously not a trend line for a mature industry, much less a growing one. Can that trend

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be turned around? Is there still a profit to be made in a declining industry? These are indeed difficult times for company that barely survived two near-death situations in the last decade.

For generations of Americans, the Greyhound bus has been much more than a motor vehicle. It has symbolized safe, reliable, affordable travel. Passengers even flocked to the bus line to share the excitement and glamour that the 1934 Academy Award-winning movie portrayed in It Happened One Night starring Clark Gable and Claudette Colbert[2].

It all started in 1914 when Carl Wickman, a Swedish immigrant, founded Greyhound. He began transporting miners between two cities in Minnesota, for 15 cents one way or 25 cents roundtrip on a seven-seat Hupmobile. In 1926, Wickman and Orville Caesar, now owners of several small lines, acquired additional bus lines and united them under the name Motor Transit Corporation[3].

Fran Fageol was also running a bus line during the early 1920s from Muskegon, Michigan. Fageol's buses were so trim and graceful compared to the others of the day that someone dubbed them "Greyhounds". The name stuck.

Following multiple mergers and a growing network of regional bus routes, the Motor Transit Corporation became the Greyhound Corporation in 1930. The "running dog" also referred to as "Lady Greyhound" became the famous icon shortly thereafter.

After the Great Depression, Americans were ready for the travel and glamour afforded by the luxury of reclining seats, interior lights, a smooth ride, and a view of the American countryside. After World War II, more than half the people who traveled between American cities did so by bus. With the development of air-conditioning and diesel engines, bus travel became more comfortable and economical than any other method of transportation.

By the 1960s, dozens of bus companies operated across the country, but Greyhound was the only one with a nationwide route system. The external environment changed dramatically during the 1970s and 1980s though. The interstate highway system had been completed, and almost every family owned at least one automobile. Deregulation of the airline industry and the subsequent emergence of discount airlines further undermined the bus industry.

The 1970s and 1980s were decades of declining bus travel. A shakeout of the industry was taking its toll. In 1987, Greyhound purchased its last remaining direct competitor, Trailways, for $ 86 million. Greyhound was forced to sell it for $5.25 million four years later to reduce the company's bank debt. A bitter labor strike in 1990, combined with even larger passenger declines, forced Greyhound to file for bankruptcy in early 1991.

Frank Schmieder, a former investment banker who had worked for Greyhound for two years, took over as CEO in 1991 just before the company declared bankruptcy. The creditors who had appointed him CEO were impressed by his cost-cutting fever. That fever was shared by his lieutenant, M. Michael Doyle, who came to the Greyhound in 1987 from a finance post at Philips Petroleum Company[4]. Although neither man had much transportation experience, they hammered together[5] a reorganization plan that called for relentless cutting of workers, routes, services and buses. The bus fleet was reduced from 3 700 to 2 400. All that cutting, combined

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with a plan to computerize everything from passenger reservations to fleet scheduling, won Wall Street's approval. Within a month of Greyhound's emergence from Chapter 11, its newly issued stock was trading at $13.5 a share, compared with the $4.00 to $7.50 expected by its own advisers. But Schmieder resigned in midsummer 1994 under pressure from Greyhound's board of directors owing to the collapse of its reservation system TRIPS.

Craig Lentzch, a former Greyhound executive, was appointed president and CEO in November 1994. Lentzch, a forty-eight-year-old Wharton Business School graduate, was known for his grasp of the technical side of the industry. He had worked for Greyhound as vice-chairman in the late 1980s.

One of the first things management did was dismantle the airline model that relied on reservations. It was replaced with a much simpler one: if you want to travel by bus, you show up at the terminal, and, within a reasonable period of time, you will get a seat on the bus at an affordable price. Another new strategy was the switch from a capacity-constrained system such as the airlines use to a capacity-flexible system. A third new strategy was revamping the pricing structure.

In October 1998, Greyhound announced it had entered into an agreement and plan of merger with Laidlaw, Inc., which would acquire all outstanding Greyhound common and convertible preferred shares.

There are several reasons for guarded optimism at Greyhound. Internally, it now has a CEO with industry and Greyhound experience. Additionally, with the merger it has access to financial resources not previously available. Greyhound serves a diverse customer base, consisting primarily of low- and middle-income passengers from a wide variety of ethnic backgrounds. Management believes that the demographic groups that make up the core of the company's customer base are growing at rates faster than those of the U.S. population as a whole. Greyhound believes that it is uniquely positioned to serve this broad and growing market because its operating costs, which are lower on an available-seat-mile[6] basis than other modes of intercity transportation, enable it to offer passengers everyday low prices; it offers the only means of regularly scheduled intercity transportation in many of its markets, and it provides additional capacity during peak travel periods to accommodate passengers who lack the flexibility to shift their travel to off-peak periods.

On the other hand, the future for Greyhound looks anything but bright. Is the glass half-full or half-empty? Increased automobile ownership and discount airlines have reduced the bus industry's share of interstate travel to an estimated 6 percent, down from 30 percent in 1960. The entire industry carries only about 35 million passengers annually. This is compared to more than 430 million air travelers. These trends do not bode well for Greyhound.

Bus ridership suffers from an image problem. Many assume that only the poor board buses. The poor do ride the bus, but more than 50 percent of Greyhound's revenue comes from middle-income Americans. Many Americans see little glamour or rationale for riding a bus and passing through dismal terminals. Many travelers no more think of taking a bus than taking a

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horse. Unlike generations of Americans in the 1930s, 1940s, and 1950s, many people have never been on a bus, not counting school buses. When it's time to travel, they either drive or fly.

Words and Expressions

ambulance	['æmbjuləns]	*n.*	[车辆][医]救护车
bankruptcy	['bæŋkrəptsi]	*n.*	破产
bode	[bəud]	*v.*	停留，继续，遭到
convertible	[kən'və:təbl]	*a.*	可改变的，同意义的，可交换的
departure	[di'pɑ:tʃə]	*n.*	离开，出发
deregulation	[di: ˌregju'leiʃən]	*n.*	违反规定，反常
diesel	['di:zəl]	*n.*	柴油机，柴油
dismantle	[dis'mæntl]	*vt.*	拆除，取消，解散
dub	[dʌb]	*vt.*	授予称号
flock	[flɔk]	*v.*	聚集，成群而行
fleet	[fli:t]	*n.*	舰队
glamour	['glæmə]	*n.*	魅力，魔力，迷人的美
headquarter	[ˌhed'kwɔ:tə]	*v.*	设立总部
		n.	总部
intercity	[ˌintə'siti]	*a.*	城市间的
icon	['aikɔn]	*n.*	图标；偶像
lieutenant	[lef'tenənt]	*n.*	助理人员
Minnesota	[ˌmini'səutə]	*n.*	明尼苏达州
terminal	['tə:minəl]	*n.*	末端，终点
off-peak	['ɔfpi:k]	*a.*	非尖峰的
rationale	[ˌræʃə'nɑ:li]	*n.*	基本原理，原理的阐述
relentless	[ri'lentlis]	*a.*	无情的，残酷的，不间断的
revamp	[ri:'væmp]	*v.*	修补，翻新，修改
		n.	改进，换新鞋面
recline	[ri'klain]	*v.*	靠，依赖，斜倚
roundtrip	['raund'trip]	*n.*	往返行程
subsidiary	[səb'sidiəri]	*n.*	子公司
shakeout	['ʃeikaut]	*n.*	轻度经济衰退
stuck	[stʌk]	*v.*	刺(stick 的过去式)
Swedish	['swi:diʃ]	*n.*	瑞典语，瑞典人
trim	[trim]	*a.*	整齐
unattainable	[ˌʌnə'teinəbl]	*a.*	做不到的，难到达的
cost-cutting			降低成本

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labor strike	罢工
near-death situations	九死一生的处境

Notes

(1) Greyhound：美国灰狗长途汽车公司。

(2) It Happened One Night starring Clark Gable and Claudette Colbert. 克拉克·盖博与克劳黛·考尔白主演的电影《一夜风流》。

(3) Motor Transit Corporation：汽车运输公司。

(4) Philips Petroleum Company：飞利浦石油公司。

(5) hammered together：共同敲定。

(6) available-seat-mile：座位里程。西南航空 1994 年以可载量座位里程为单位计算的成本约为 7.1 美分，1998 年时为 7.3 美分；不过同期间，同业的平均成本水准却较西南航空高出 15%～40%。

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PART Ⅱ DIALOGUE

Dialogue 1 Checking Luggage

A：Do you have any luggage to check in? (How many bags do you have?)

= How many pieces of luggage would you like to check in?

B：One suitcase.

= I have one piece of baggage to check in.

(I want to check in all these bags.)

= All of these are for check-in.

A：Please put it on the scale.

= Would you please put them on the scale?

B：What is the baggage allowance?

= What's the weight limit for baggage?

A：30 kilos for business class and 20 kilos for economy.

= The weight allowance is 30 kilos for business class and 20 kilos for economy class.

B：It is overweight?

= Is my luggage in excess of the weight allowance?

B：How much does it cost for excess baggage?

= What is the charge for overweight baggage?

A：You have to pay $20 per extra kilogram.

= The excess baggage will cost you $20 for each extra kilogram.

B：Can my bags be sent directly on to London?

= Can you send my luggage through to London?

A：We will send your bags directly to your final destination.
= Your baggage will be sent through to your final destination.
A：请问您有行李要托运吗？(您有几件行李要托运？)
B：我有一件行李要托运。
(这些行李都要托运。)
A：请您将行李放在秤上。
B：请问可以免费携带多少公斤行李？
A：商务舱可携带30公斤，经济舱可携带20公斤。
B：请问行李有没有超重？
B：请问行李超重要付多少钱？
A：每超重一公斤要付20美元。
B：请问行李能直接运到伦敦吗？
A：您的行李会直接运到目的地。

Word Service Station

check in	登记	luggage	行李
baggage	行李	allowance	限额
excess	超出的	scale	称
overweight	超重	suitcase	手提箱
business class	商务舱	economy class	经济舱

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Dialogue 2 Before Boarding

A=Alvin Wang(阿尔文·王) G=Ground Staff(地勤人员)

A：May I check in here for flight CI 621 to Amsterdam?
G：Yes. May I have your passport and ticket, please?
A：Here you are. Can I have a seat by the window?
G：I'm sorry, Mr. Wang. All the window seats are fully taken. How about an aisle seat?
A：Well, OK, if that's all that's left.
G：Do you have any baggage to check in?
A：Yes, one suitcase.
G：All right. Just put it on the scale, please.
A：OK. I think it weighs about 25 kilograms. Is it overweight?
G：Don't worry. The allowance is 30 kilograms.
A：Oh! By the way, I have already earned more than 30 000 air miles. Can I upgrade to business class?
G：Sorry, our business-class seats are all taken today. If you'd like, I will put you on the list for the return trip, though.
A：That will be great!

G：OK. Here is your ticket, baggage claim tag, boarding pass and your passport. You will be boarding from Terminal 2, Gate Number 21. The boarding time is 11:40.

A：Thank you very much.

A：这里能办理去阿姆斯特丹 CI 621 航班的登记手续吗?

G：可以，我能看下您的护照和机票吗?

A：给您，我想要个靠窗的座位。

G：抱歉，王先生。所有靠窗的座位都满了，靠过道的行吗?

A：好吧。只能这样了。

G：您有没有行李要托运?

A：有的，一个手提箱。

G：好的，麻烦过下称。

A：估计有 25 公斤，超重了吗?

G：没关系，限重 30 公斤。

A：哦！顺便说一下，我已经超过 30 000 航空里了，能不能升级到商务舱?

G：抱歉，商务舱今天已经满员了。如果您愿意的话，给您预留下回程的位置。

A：那太好了！

G：这是您的机票、行李牌、登机牌和护照。请从 2 号航站楼 21 号登机口登机，登机时间是 11:40。

A：非常感谢！

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Word Service Station

ground staff	地勤人员	terminal	航站楼
boarding	登机	aisle	过道
upgrade	升级	tag	标签

PART Ⅲ　TOURISM LINK：CURRICULUM VITAE

Resume

Name	Gender
Date of Birth	Native Place(Place of Birth)
Family Status	Present Address
Permanent Address	Office Phone
Home Phone	Mobile Phone

Objective

To obtain...position in...

续表

	Education
From(date)to(date)	Name of University Department Advanced Degree
From(date)to(date)	Name of College Department Bachelor's Degree
	Experience
From(date)to(date)	Position Name of Work Unit Responsibilities Achievement
From(date)to(date)	Position Name of Work Unit Responsibilities Achievement
	Skills
Familiar with...	

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PART Ⅳ GOOD TO KNOW：BUSINESS SERVICE

航空邮件	air mail	平邮	ordinary mail
一日票	day ticket	快递	express
团体订票	group booking	由……转交	care of (C/O)
互联网接入	Internet access	邮编	zip code/postal code
电脑出租	PC rental	挂号信	registered letter
文字处理	word processing	无线上网	wireless Internet
信息中心，服务中心	information booth	回形针	paper clip
国际通信设备	international communication facilities		
专业秘书服务	professional secretarial service		

PART Ⅴ EXERCISES

I. Listening comprehension.

Ever since money was invented there have been people trying to fake it. That's why it's

important for everyone to know how to spot a __1__ banknote.

And the best thing to do is to know by heart what __2__ notes should look like. Here is our expert Lee Dobney.

Hello, I'm Lee Dobney, I'm the head of notes division at the Bank of England.

And in the next few minutes, Lee will guide us through some key features to look out for in British banknotes.

Bank note is very different from ordinary paper because it's made from __3__ rather than wood pulp, so bank note paper has a unique feel. And also there's the raised printing. So for instance, on the front of the note, that's the side features the Queen's portrait, if you run your __4__ over the Bank of England sign, you can feel the __5__ print. And also in the bottom right hand corner you can also feel raised printing with the small twenties.

The second feature to look out for would be the __6__ . Now that's made during the paper making process and creates an image using thicker and thinner areas of paper. So on all our banknotes the image is of the Queen, and if you hold the banknote up to the __7__ you can see the queen's __8__.

The third security feature is the hologram(全息图). Now a __9__ is the brightly colored image which also shifts. So for instance, on the new twenty pound note design, there is a shift between the pound sign and the twenty, and also a very colorful image of Adam Smith, the __10__ and philosopher.

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II. Put the following into Chinese.

1. travel expenses ____________________
2. passport ____________________
3. Master Card ____________________
4. drop sb. a line ____________________
5. Maestro ____________________
6. make a reservation ____________________
7. make it ____________________
8. a letter of invitation ____________________
9. take up ____________________
10. timeline ____________________

III. Fill in the blanks with words given below, and make some changes if necessary.

turn	assemble	acquire	glance	glimpse
devote	stretch	inaugurate	pretend	best bet

1. He ____ at the menu, and then started to order.
2. The boy ____ a rubber band to its fullest extent and aimed it at me.

3. They ____ a rundown house into a show place.
4. He ____ to be dead when he met a bear.
5. The President ____ a new immigration policy.
6. I caught a ____ of our new neighbor.
7. He ____ his life to promoting world peace.
8. Your ____ is to make reservations ahead of time.
9. They ____ cars in that factory.
10. He ____ a bad reputation because of his bad manners.

IV. Reading comprehension.

The Duties of Receptionists and Reservation Clerks

Hotel Receptionist

A receptionist is the first person that hotel guests see or talk to when they arrive or ring to make a booking. A hotel receptionist needs to be welcoming, friendly and helpful, efficient and professional, well-organized and able to handle several tasks at once. In the larger hotels, the front office job is often split into three—that of receptionist, cashier and reservation clerk. In smaller hotels, however, the receptionist could be performing the duties of all three. So the front desk receptionist has to play a very important role in a hotel. Besides, the receptionist even has to deal with some complaints from the angry guests. The receptionist should listen to them, apologize for the trouble, clarify what the exact problem is and let them know you understand.

When checking in guests, you should perform these tasks:

- Welcoming guests as they arrive.
- Assign rooms, introduce services for the guests and issue room keys.
- Check with the housekeeping departments that rooms are ready for occupation.
- Liaise with the bell desk to deliver luggage to the rooms.
- Note requests for wake-up calls, transport arrangements and other general enquiries.
- Settle guests' complaints tack and diplomacy.
- Put together the guests' bill, take payment and help guests with any special requests.
- Communicate with other departments regarding group and VIP check-ins.
- Order taxis for guests and book excursions on request.

Reservation clerk:

- The reservation clerk has to handle and process reservation requests and maintain reservation records.

Main duties:

- Keep a record of guests' arrival, day and time of check-in, length of stay, and their special needs and preferences.

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- Liaise with other departments such as housekeeping, restaurant and security, regarding VIP and group check-ins.
- Manage the booking of rooms.

1. Text your vocabulary of hotel reception.(Fill in the blanks with words from the box.)

payment	obligation	destination	the other hotel
occupancy	signature	cashiers	registration card
checks	passport	receptionists	prior reservation

Reception

The reception in a hotel is the desk or office that arranges to stay in a hotel or__(1)__in for people and answers their questions. Hotel__(2)__are found in or near hotel entrance halls, close to the center of activity.__(3)__have to maintain accurate account balances for hotel expenses and collect payment from guests. When performing reservation and cashier duties, they may be working in the back office.

Registration

It is important for the hotel receptionist to make sure that guests are registered correctly. A__(4)__ is used to record the full name, nationality, home address, and__(5)__of each guest. Foreign visitors must provide additional information such as__(6)__number and its place of issues, and their next__(7)__. Many hotels use the registration card to find out more about their customers and ask questions about occupation, method of__(8)__, and purpose of visit.

Walk-in Guest

In hospitality sector, a walk-in guest refers to that one person who has come to hotel without any__(9)__. Hotels do not have any sorts of__(10)__to provide proper accommodation to walk-in guest if there is no available room. On the other hand, accommodating walk-in guest can enhance sales and daily__(11)__if it is managed properly. If the agent cannot accommodate a guest then he should refer him to__(12)__of that hotel group or any nearby hotel. By this way, if hotels of a locality maintain good relationship with each then high percentage of such guests can be accommodated.

2. Choose the best answer.

(1) The room at that hotel cost $300 a night, and that is a little ____ for me. There's no way I could pay for that.

[A] reasonable [B] expensive [C] cheap [D] Realistic

(2) Do you have any rooms with a ____ where I can prepare basic meals?

[A] kitchenette [B] cooking [C] suite [D] pool

(3) Let me ____ to see if we have any rooms available.

[A] view [B] check [C] test [D] look

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(4) This hotel is one of the best in the city, and the employees try to roll out the ____ carpet for special guests.

[A] blue [B] green [C] red [D] black

(5) I'd like to ____ an executive room for April 21st.

[A] check in [B] schedule [C] make [D] order

(6) The ____ at the place I always go does a great job at perming your hair.

[A] hair salon [B] barber shop [C] hair-stylist [D] barber's

(7) It's a must to ____ in the pool.

[A] wear caps [B] wear sports shoes

[C] take a shower before swimming [D] wear swimming glasses

(8) The ____ is the place where a woman can have her hair done.

[A] barber's [B] hairdresser's [C] Front Desk [D] lobby

(9) If you want to ____ your straight hair, why not try a long wave style?

[A] charge [B] dye [C] wash [D] change

(10) I want to ____ my hair cut and dyed.

[A] take [B] need [C] had [D] have

V. Translate the following sentences into Chinese. They are underlined in the texts.

1. Transcontinental and transoceanic flights are made in giant jet planes, some of which can carry several hundred passengers on each flight.
2. An important part of the check-in process at the airport or at a city terminal is the weighing and checking of the passenger's luggage. Generally, a tag is attached to each piece of checked luggage.
3. One of these is attached to the handle of the checked bag, this is sometimes called the strap portion. The other, usually called the stub, is given to the passenger. He uses it to claim his bag when he arrives at his destination.
4. Although neither man had much transportation experience, they hammered together a reorganization plan that called for relentless cutting of workers, routes, services, and buses.
5. Another new strategy was the switch from a capacity-constrained system such as the airlines use to a capacity-flexible system.

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VI. Writing.

Write a letter of job application, including the following points:

1. The purpose of the letter: what position do you want to apply?
2. The reasons you interested in this position.
3. Introduce your advantages and merits.
4. Why did you choose this company?

UNIT 4　THE F&B INDUSTRY

PART Ⅰ　TEXT

Text A　You Are What You Eat

Over the last three decades, fast food has infiltrated every nook and cranny of American society. An industry that began with a handful of modest hot dog and hamburger stands in Southern California has spread to very corner of the nation, selling a broad range of foods wherever paying customers may be found. Fast food is now served at restaurants and drive-throughs, at stadiums, airports, zoos, high schools, elementary schools, and universities, on cruise ships, trains, and airplanes, at Wal-Marts[1], gas stations, and even at hospital cafeterias. In 1970, Americans spent about $6 billion on fast food; in 2000, Americans spent more than $110 billion. Americans now spend more money on fast food than on higher education, personal computers, computer software or new cars. They spend more on fast food than on movies, books, magazines, newspapers, videos, and recorded music combined.

A nation's diet can be more revealing than its art or literature. On any given day in the United States about one-quarter of the adult population visits a fast food restaurant. During a relatively brief period of a time, the fast food industry has helped to transform not only the American diet, but also the landscape, economy, workforce, and popular culture. Fast food and its consequences have become inescapable, regardless of whether you eat it twice a day, try to avoid it, or have never taken a single bite.

The extraordinary growth of the fast food industry has been driven by fundamental changes in American society. Adjusted for inflation, the hourly wage of the average U.S. worker peaked in 1973 and then steadily declined for the next 25 years. During that period, women entered the workforce in record numbers, often motivated less by a feminist perspective than by a need to pay the bills. In 1975, about one-third of American mothers with young children worked outside the home; today almost two-thirds of such mothers are employed. The entry of so many women into the workforce has greatly increased demand for the types of services that housewives traditionally perform: cooking, cleaning, and child care. A generation ago, three quarters of the money used to buy food in the United States was spent to prepare meals at home. Today about half of the money used to buy food is spent at restaurants—mainly at fast food restaurants.

The McDonald's Corporation has become a powerful symbol of America's service economy, which is now responsible for 90 percent of the country's new jobs. In 1968, McDonald's operated about 1 000 restaurants. Today it has about 28 000 restaurants worldwide and opens almost 2 000 new ones each year. An estimated one out of every eight workers in the United States has at some

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point been employed by McDonald's. The company annually hires about one million people, more than any other American organization, public or private. McDonald's is the nation's largest purchaser of beef, pork, potatoes, and the second largest purchaser of chicken. The McDonald's Corporation is the largest owner of retail property in the world. Indeed, the company earns the majority of its profits not from selling food but from collecting rent. McDonald's spends more money on advertising and marketing than any other brand. As a result it has replaced Coca-Cola as the world's most famous brand. McDonald's operates more playgrounds than any other private entity in the United States. It is one of the nation's largest distributors of toys. A survey of American schoolchildren found that 96 percent could identify Ronald McDonald. The only fictional character with a higher degree of recognition was Santa Claus. The impact of McDonald's on the way we live today is hard to overstate. The Golden Arches are now more widely recognized than the Christian cross.

The key to a successful franchise, according to many texts on the subject, can be expressed in one word: uniformity. Franchises and chain stores strive to offer exactly the same product or service at numerous locations. Customers are drawn to familiar brand by an instinct to avoid the unknown. A brand offers a feeling of reassurance when its products are always and everywhere the same.

One of the ironies of America's fast food industry is that a business so dedicated to conformity was founded by iconoclasts and self-made men, by entrepreneurs willing to defy conventional opinion. Few of the people who built fast food empires ever attended college, let alone business school. They worked hard, took risks, and followed their own paths. In many respects, the fast food industry embodies the best and the worst of American capitalism at the start of twenty-first century—its constant stream of new products and innovations, its widening gulf between rich and poor. The industrialization of the restaurant kitchen has enabled the fast food chains to rely upon a low-paid and unskilled workforce. While a handful of workers manage to rise up the corporate ladder, the vast majority lack full-time employment, receive to benefits, learn few skills, exercise little control over their workplace, quit after a few months, and float from job to job. The restaurant industry is now America's largest private employer, and it pays some of the lowest wages. During the economic boom of the 1990s, when many American workers enjoyed their first pay raises in a generation, the real value of wages in the restaurant industry continued to fall. The roughly 3.5 million fast food workers are by far the largest group of minimum wage earners in the United States. The only Americans who consistently earn a lower hourly wage are migrant farm workers.

A hamburger and French fries became the quintessential American meal in the 1950s, thanks to the promotional efforts of the fast food chains. The typical American now consumes approximately three hamburgers and four orders of French fries every week. But the steady barrage of fast food ads, full of thick juicy burgers and long golden fries, rarely mentions where these foods come from nowadays or what ingredients they contain.

The current methods for preparing fast food are less likely to be found in cookbooks than in

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trade journals such as *Food Technologist* and *Food Engineering*. Aside from the salad greens and tomatoes, most fast food is delivered to the restaurant already frozen, canned, dehydrated, or freeze-dried. A fast food kitchen is merely the final stage in a vast and highly complex system of mass production. Foods that may look familiar have in fact been completely reformulated. What we eat has changed more in the last 40 years than in the previous 40 000.

The sociologist George Ritzer has attacked the fast food industry for celebrating a narrow measure of efficiency over every other human value. Others consider the fast food industry proof of the national great economic vitality, a beloved American institution that appeals overseas to millions who admire such a way of life. Indeed, the values, the culture, and the industrial arrangements are now being exported from the U.S. to the rest of the world. Fast food has joined Hollywood movies, blue jeans, and pop music as one of America's most prominent cultural exports. Unlike other commodities, however, fast food isn't viewed, read, played, or worn. It enters the body and becomes part of the consumer. No other industry offers, both literally and figuratively, so much insight into the nature of mass consumption.

Hundreds of millions of people buy fast food every day without giving it much thought, unaware of the subtle and not so subtle ramifications of their purchases. They rarely consider where this food came from, how it was made, what it is doing to the community around them. They just grab their tray off the counter, find a table, take a seat, unwrap the paper, and dig in. The whole experience is transitory and soon forgotten. But we should know what really lurks between those sesame-seed buns. As the old saying goes: you are what you eat.

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Worlds and Expressions

adjusted	[ə'dʒʌstid]	*a.*	调整过的
aroma	[ə'rəumə]	*n.*	香气，香味
barrage	['bærɑ:ʒ]	*n.*	大量，压倒多数
bun	[bʌn]	*n.*	小甜圆面包
canned	[kænd]	*a.*	罐装的
conformity	[kən'fɔ:miti]	*n.*	一致，遵从
consistently	[kən'sistəntli]	*ad.*	一贯地，稳定地
cranny	['kræni]	*n.*	裂隙，裂缝
cafeteria	[kæfi'tiəriə]	*n.*	自助餐厅
dehydrated	[ˌdi:'haidreitid]	*a.*	失水的，脱水的
drive-throughs	['draivθru:]	*n.*	乘车穿过
		a.	免下车的
feminist	['feminist]	*n.*	女权主义者
fictional	['fikʃənl]	*a.*	虚构的
figuratively	['figjurətivli]	*ad.*	比喻地，象征性地

gulf [gʌlf] *n.* 海湾
handful ['hændful] *n.* 少数，一把
iconoclast [ai'kɔnəuklæst] *n.* 反对崇拜偶像者
inescapable [ini'skeipəbl] *a.* 不可避免的
inflation [in'fleiʃən] *n.* 膨胀，通货膨胀
infiltrate ['infiltreit] *v.* 潜入，渗透
ingredient [in'gri:diənt] *n.* 原料，成分
irony ['aiərəni] *n.* 反语，讽刺
literally ['litərəli] *ad.* 照字面地
lurk [lə:k] *v.* 藏匿，潜伏
motivated ['məutiveitid] *a.* 有动机的，有积极性的
nook [nuk] *n.* 角落，隐匿处
overstate [əuvə'steit] *v.* 夸张，夸大的叙述
prominent ['prɔminənt] *a.* 杰出的，广为人知的
purchaser ['pə:tʃəsə] *n.* 买方，购买者
quintessential [ˌkwintə'senʃəl] *a.* 典型的
ramification [ˌræmifi'keiʃən] *n.* 衍生物，分枝
revealing [ri'vi:liŋ] *a.* 透露真情的，有启迪作用的
Santa Claus ['sæntəˌklɔ:z] *n.* 圣诞老人
sesame ['sezəmi, 'ses-] *n.* 芝麻
sociologist [ˌsəusi'ɔlədʒist] *n.* 社会学家
subtle [straiv] *v.* 努力
transform [træns'fɔ:m] *v.* 改变
transitory ['trænsitəri] *a.* 短暂的
uniformity [ju:ni'fɔ:məti] *n.* 始终如一，保持一致
vitality [vai'tæləti] *n.* 活力，生气
every nook and cranny 某地方的各处，到处
self-made man 白手起家的人
take a bite 吃饭，品尝

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Notes

(1) Wal-Mart：沃尔玛(美国连锁超级市场名，现已进军中国)。

Text B The Chef's Ladder

To make it as a chef, a passion for food is essential, but so is education and hands-on experience.[1] Gaining a recognized qualification from a college or experience at a top restaurant could mean the difference between getting a great chef and getting a mediocre one. A chef's role

varies depending on job, skill-set and establishment. However, the primary responsibilities of a chef are:

- Creating recipes and preparing meals.
- Planning menus and determining serving sizes.
- Kitchen organization and staff management.
- Ordering supplies and supervising kitchen operations.
- Providing visibility with the general manager, at the VIP Tables.
- Coordinating the events with the banquet manager.
- Providing support to the marketing/sales team.
- Involvement in staff training.

If you're planning a career as a chef, it's good to know the basic structure of a kitchen. Most professional kitchens are very hierarchical; the structure will, of course, change according to how many people a particular set up serves and how large (or small) the kitchen staff is. Below are some common terms that you should be familiar with.

Chef de Cuisine

This is the apex, the chef whose initials are etched into the silver flatware, and embroidered onto the washroom towels. This chef has the vision, conceives the dishes, and imbues the whole restaurant with his/her personality. This would be the person who appears on television. Sometimes, if need be, chefs de cuisine even cook.

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Executive Chef

This is a nebulous title, as only the biggest, most famous chefs de cuisine follow themselves with executive chefs. Executive chefs run the whole kitchen when the big boss isn't around and are often employed when a chef has more than one restaurant. They hire and fire the staff, determine costs, revamp the menu, take care of all administrative tasks, interact with the dining room managers, and generally oversee the well-being of the restaurant. In smaller, less flamboyant restaurants, the Chef de Cuisine sees to all this, and an executive chef would be redundant.

Executive chefs oversee all kitchen staff, food preparation and cooking activities in a facility or for several restaurants in an establishment or chain. Most of their time is spent outside of the kitchen researching and responding to trends in the food industry, planning and writing menus, budgeting and financial planning, and participating in business development. The executive chef also recruits and hires staff, supervises their activities and instructs cooks in preparation, cooking, garnishing and presentation of food.

Responsibilities

- Plan and develop menus using descriptive text to encourage sales.
- Industry trend analysis.



- Ensure food meets quality standards.
- Use financial management skills for budgetary and cost control purposes.
- Use human resource management skills for recruitment, training and scheduling.
- May be responsible for capital expenditures.
- May prepare and cook meals and specialty foods.

Knowledge, Skills and Abilities

- Red Seal, Certified Chef de Cuisine designation or Culinary Arts Diploma is required.
- A secondary school diploma is preferred.[(2)]
- Knowledge of food safety, workplace hazardous materials and first aid is generally required.
- Must have proven experience as a chef, cook, catering manager or equivalent.
- Human resource management skills are required; recruitment, selection, training, performance management etc.
- Financial management skills such as basic accounting and budget calculations
- Good communication skills.
- Leadership skills.
- Time management skills.
- Analytical skills.

Possible Future Career Path

- Food and beverage manager.
- Corporate chef.
- Owner/operator.

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Despite the title and the responsibility of supervising a staff that includes both full-time cooks as well as part-time personnel, Executive chef still considers himself/herself a working chef who spends 8 to 10 hours on the line every day. The biggest reward is the satisfaction of "providing people with beautiful food and giving them an experience that might not be something they have every day." As an executive chef, the biggest challenge might be time management, both on and off[(3)] the job. "Being a chef can seem to take over your life," Rylan, an executive chef at Silver Pond Restaurant in Colorado Springs, the best Chinese Food in Colorado, says. "It's more a lifestyle, I think, than just a profession."

As for the executive chef, the line of work should "start out at a place where you can learn...dishwashing or prepping or whatever, and just keep your eyes open, look around and learn." After that, "if a person is still interested," Rylan says. "I really highly recommend taking a culinary program to get a base knowledge of some of the things you really need to excel at."

Sous-Chef

Next under the Chef de Cuisine or Executive Chef, depending on the restaurant, this chef is

always in the kitchen. He/she comes up with the daily specials, takes inventory, watches over the staff, expedites (see expediter, below), and basically does all the hands-on[4] work. There are sous-chefs of two kinds: those who will soon move on to open their own restaurants, becoming Chefs de Cuisine, and those who will remain as they are, preferring the rhythmic rigors of the kitchen to the bright lights of chef stardom.

Expediter

Generally the sous-chef[5], the expediter serves as the liaison between the customers in the dining room and the line cooks. He/she makes sure that the food gets to the wait staff in a timely fashion, so that everyone sitting at a particular table is served simultaneously. This job is all about coordination and timing.

Pastry Chef [6]

The pastry chef is like the sous-chef, but reigns over the pastry section, which is usually tucked far away from the heat and bustle of the main kitchen (to protect delicate soufflés, fragile spun sugar, and temperamental chocolates). The pastry section has always been assigned less status than the main kitchen—possibly because pastry was a traditionally female province (if there were any women in the kitchen at all, you might find them in the pastry section). Fortunately, this is changing.

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Line Cooks

The line cooks are the people who actually cook your food. They are divided up, either by cooking technique (saute, grill, etc.), or by type of food (fish, meat, etc.). When the expeditor shouts out an order (they always shout), the line cooks jump to prepare it. Most cooks work up through the line (working every position), before being promoted to sous-chef.

Chef de Garde Manger

The person in the garde manger section—also known as the cold station—plates all the dishes that do not require heat, such as salads, terrines and sometimes desserts, if there is no assigned pastry person on the line.

Commis Chef

The first rung of the ladder for newly trained chefs. The commis will usually work under a chef de partie, learning basics such as vegetable preparation.

Aide/Chef Assistant

Often trainees. This is usually the first port of call for those new to working in professional kitchens.



Words and Expressions

apex	['eipeks]	*n.* 顶点，最高点
aide	[eid]	*n.* 助手，副官
analytical	[ænə'litik,-kəl]	*a.* 分析的，解析的，善于分析的
beverage	['bevəridʒ]	*n.* 饮料
banquet	['bæŋkwit]	*n.* 宴会，盛宴
budget	['bʌdʒit]	*n.* 预算，预算费用
calculation	[kælkju:leiʃən]	*n.* 计算，估计
certified	['sə:tifaid]	*a.* 被证明的，有保证的
commis	['kɔmis]	*n.* 小职员，副手
culinary	['kʌlinəri]	*a.* 厨房的，烹调的
embroidered	[im'brɔidəd]	*a.* 绣花的
equivalent	[i'kwivələnt]	*a.* 等价的，相等的
etch	[etʃ]	*n.* 腐蚀剂
		v. 蚀刻，铭刻
expediter	['ekspidaitə]	*n.* 稽查员
flatware	['flætweə(r)]	*n.* 扁平的餐具
flamboyant	['flæm'bɔiənt]	*a.* 艳丽的，火焰似的
garnish	['gɑ:niʃ]	*n.* 装饰，装饰品
		v. 装饰
grill	[gril]	*n.* 烤架，铁格子，烤肉
		v. 烧，烤，严加盘问
hazardous	['hæzədəs]	*a.* 有危险的，冒险的
hierarchical	[haiə'rɑ:kikəl]	*a.* 分层的，等级体系的
mediocre	[ˌmi:di'əukə]	*a.* 朦胧的
oversee	[əuvə'si:]	*v.* 监督，审查
prep	[prep]	*n.* (口语，preparatory 的缩写形式)预备
recipe	['resipi]	*n.* 食谱，处方，秘诀
reign	[rein]	*v.* 统治，支配
rung	[rʌŋ]	*n.* 脚蹬横木，横档，车辐
redundant	[ri'dʌndənt]	*a.* 多余的，过剩的
recruit	[ri'kru:t]	*n.* 招聘，新兵
rhythmic	['riðmik]	*a.* 有节奏的，合拍的
rigor	['rigə]	*n.* 严厉，精确
spun	[spʌn]	*v.* 旋转
tucked	[tʌkt]	*v.* 使有褶裥，使折叠

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terrine	[te'riːn]	*n.* 陶制盖碗食品，(烧菜兼上菜用的)砂锅
visibility	[vizi'biləti]	*n.* 能见度，可见性
Culinary Arts Diploma		烹饪艺术文凭
garde manger		冷餐厨房领班
skill-set		技能配套
watch over		看守，监管

Notes

(1) To make it as a chef, a passion…hands-on experience. 要成为一名厨师，不仅需要对食物充满热情，同样需要专业教育和实践经验。

(2) A secondary school diploma is preferred. 有第二学历者优先。

(3) on and off：断断续续地。

(4) hands-on：亲身实践的。

(5) sous-chef：副厨师长。

(6) pastry chef：西点主厨。

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PART Ⅱ DIALOGUE

Dialogue 1 Booking a Table

O=operator(接线员) G=guest(客人)

O：Good morning, Banquet Reservations. What can I do for you?

G：Yes, I'd like to book a banquet in a private room at 6:00 p m. the day after tomorrow.

O：Would you like Chinese, Western, Japanese or Korean cuisine?

G：Chinese food, please.

O：For how many people?

G：Let me see. 12 people.

O：Yes, sir, 12 persons. How much for food per person? The minimum charge for a private room is 100 yuan per person.

G：150 yuan per person.

O：150 yuan. And what drinks are you going to have?

G：Just get ready some Hennessy XO… We're going to order other drinks at the dinner time. All the drinks are on consumption basis?

O：Yes, sir. May I have your name, please?

G：James, John James.

O：How do you spell it?

G：J-O-H-N, J-A-M-E-S.

O：J-O-H-N, J-A-M-E-S. Yes, and your telephone number?

G：6605-3818. By the way, could you fax the menu with the name of the banquet room? My fax number is 6605-3819.

O：Yes, 6605-3819. We'll be sure to fax you the menu with the name of the banquet room. Is there anything else I can do for you, Mr. James?

G：No. thanks.

O：So, allow me to confirm the reservation: The reservation is made by Mr. James, a Chinese banquet for 12 people at 6:00 p.m. the day after tomorrow evening. The price is 150 yuan per person excluding drinks. We'll prepare Hennessey XO.

G：That's fine. Thank you.

O：My pleasure. We look forward to seeing you soon, Mr. James.

O：早上好，这是宴席预订部。需要我为您效劳吗？

G：是的。我想预订一间后天晚上 6 点的包房。

O：饭菜需要中国式、西式、日本式还是朝鲜式？

G：中餐吧。

O：有多少人？

G：我想一下，12 个人。

O：12 个人，明白了。那么每个人用餐的价位是多少？我们包间的每人最低消费是 100 元。

G：我们要每人 150 元的价位。

O：150 元。那么您需要什么样的酒水？

G：现在就定轩尼诗 XO 吧。至于其他酒水，到吃饭的时候再说。所有这些酒水也算消费吧？

O：是的，先生。请问您贵姓？

G：詹姆斯，约翰·詹姆斯。

O：请问怎么拼写？

G：J-O-H-N, J-A-M-E-S。

O：J-O-H-N, J-A-M-E-S。明白了，请问您的电话号码是多少？

G：6605-3818。顺便问一下，能否帮我将宴会房间名字和菜单一起传真过来？我的传真号码是 6605-3819。

O：好的，6605-3819。我们会将宴会房间名字和菜单一起传真过去的。詹姆斯先生，还需要我为您做点什么吗？

G：不了，谢谢。

O：那么，请允许我确认一下您的预定：您是詹姆斯先生，预订了一个包间，宴会是中餐，12 个人，时间是后天晚上 6 点，价位是 150 元每人，酒水是轩尼诗 XO。我们会准备妥当的。

G：很好，谢谢你。

O：很荣幸。詹姆斯先生，我们期待着早点见到您。

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Word Service Station

peak	高峰期	banquet	宴会，盛宴

excluding	不包括	cuisine	菜肴
minimum	最低的	consumption	消费

Dialogue 2 Having Western Food

S=Susan(苏珊) L=Lily(莉莉)

S：I'm sorry to have Western food with Tom tomorrow night, and I'm pretty worried.

L：Why?

S：I'm not sure of my etiquette at the dinner table.

L：Well, just imitate your hosts and remember not to make any noise, especially with soup, coffee, water and other liquids.

S：Of course, I know that. But I'm afraid I'll drop a spoon or fork on the floor or something.

L：Don't worry about that. If you do, just pick it up.

S：Is there anything else I should be careful of?

L：Yes. Don't pick your teeth.

S：I see. Thank you.

L：You are welcome.

S：明天晚上要和汤姆去吃西餐，我有些担心。

L：为什么？

S：我对餐桌礼仪不够了解。

L：嗯，只要模仿主人并记住吃饭时不要有响声，特别是在喝汤、咖啡、水和其他流质饮料时。

S：当然，我知道那些，但我怕万一掉一只汤匙或叉子在地上或出现其他的事情。

L：不用担心，如果万一你掉了东西，捡起来就行了。

S：还有没有其他我该注意的事？

L：还有，不要剔牙。

S：我知道了，谢谢。

L：不用客气。

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Word Service Station

etiquette	礼仪，礼节	imitate	模仿
liquid	液体	pick teeth	剔牙
cocktail	鸡尾酒	appetite	胃口，食欲
à la carte	照菜单点	steak	牛排
impolite	无礼的，粗鲁的	pretty	相当的
tasty	美味的，可口的	butter	黄油
chop	排骨	apple pie	苹果派，苹果馅饼
main course	主菜	dessert	甜食，甜点

PART Ⅲ TOURISM LINK：MENU

Barnacle Billy' s

PRICE OF LARGER LOBSTERS AVAILABLE ON REQUEST
STEAMED CLAMS, Butter, Broth-$14.95
LOBSTER ROLL, (Grilled) Pickles, Chips-$12.95
HOME MADE CLAM CHOWDER, Cup-$3.35, Bowl-$6.50
COFFEE-$1.25
FRAPPES-$3.25
ICE CREAM SODA-$3.25
DESSERTS FROM CASHIER
The Finest Imported & Domestic WINE And BEER
PRICES DO NOT INCLUDE 7% MAINE SALES TAX

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PART Ⅳ GOOD TO KNOW：IN THE RESTAURANT

按菜单点菜的	à la carte	酒，烈性酒	alcohol (liquor)
有食欲的	appetizing	难吃的	awful(taste)
饮料	beverage	淡而无味的	bland
外卖	take-out/take-away	酒，烈性酒	booze
烤的	broiled	烧焦的	burnt
调味品	condiments	优惠券	coupon
刀叉	cutlery	镀银餐具	silverware
解冻，化冻	defrost	甜食	desset
洗碗工，洗碗机	dishwasher	(拌沙拉的)酱料	dressing
主菜	entrée/main course	洗手间	rest-rooms
特价菜	specials	油炸	fry
烧烤	grill	自制的	homemade
配料，成分	ingredients	微波炉	microwave
常客	regulars	打包	pack up
生的，三成熟	rare	辣的	spicy
油腻的	rich	调味汁，酱汁	sauce
自助的	self-served	摆放餐具	set(tables)
酸的	sour	特制品，特产	specialty
甜的	sweet	男女服务生	waiter/waitress

全熟的	well-done	难吃的	yucky
加有冰激凌的	à la mode	开胃菜	appetizer
围裙	apron	烤肉	barbeque
苦的	bitter	煮	boil
(餐馆中的)高背椅	booth/bench	裹面包屑后烹制的	breaded
自助餐	buffet	咸的	salty
(美)餐馆工	busboy	奶精	creamer
好吃的	yummy	配菜	side dish
油炸的	deep fried	美味的	delicious
客人使用过的餐具	dirty dishes	食品袋	doggie bag
不加黄油(或果酱)的快餐	dry	快餐	fast-food
佐料，调味料	seasoning	小费	gratuity/tip
餐馆中的儿童专用椅子	highchair	烫的，辣的	hot
菜谱	recipe	味道不重的，不辣的	mild
多收钱	overcharge	腌制的	pickled

PART Ⅴ EXERCISES

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I. Listening comprehension

Supertasters Beware!

You may have heard of supertasters. These are people who, it was discovered, are carrying around extra __1__ buds on their tongues, making the world of eating much more __2__.

It's not at all an unusual thing: the latest data suggest that one out of every four people is a supertaster. For them, eating is a much richer, more, well, flavorful __3__ than for the rest of us.

Still, before you get too __4__ if you're not a supertaster, it turns out there are __5__ to having a "technicolor (华丽的)" tongue. A study that looks specifically at supertasters over the age of sixty-five found that they have more colon polyps(结肠息肉)than folks who aren't so taste bud __6__.

Colon polyps are the things you want to have __7__ before they become cancerous, which is why all folks fifty and older should get a yearly colon exam.

Why do supertasters have more colon polyps? It isn't known. But supertasters also __8__ more on average than non-supertasters, and weight increases cancer risk. The reason for this may be as __9__ as it sounds: eating is more fun when you taste in 3-D.

Some researchers think, however, that the problem may not just be an increase in pleasure. Those extra taste buds may also __10__ people away from food that's good for them, such as vegetables, because the taste of, say, a borecoles sprout is just too intense.

II. Put the following into Chinese.

1. shopping paradise ____________________
2. specialty ____________________
3. blue and white porcelain ____________________
4. souvenir ____________________
5. embroidery ____________________
6. handicraft ____________________
7. lacquer ware ____________________
8. tea set ____________________
9. black tea ____________________
10. imitation/reproduction ____________________

III. Fill in the blanks with words given below, make some changes if necessary.

premier	facility	comprise	embark	proceed
provision	exempt	authority	identity	deluge

1 This department of airport received a ____ of complaints about their service.
2. In the movie Bruce was chased and shot by the police in a case of mistaken ____.
3. Heathrow Airport is the ____ airport in Britain.
4. They had a detailed discussion of the ____ contained in the contract.
5. Our company deals in various kinds of airport ____.
6. The city's population is largely ____ of Asians and Europeans.
7. China has ____ on its massive program of developing the west.
8. His identity of a foreign official ____ him from the customs duties for these basic necessities.
9. None of us questioned the ____ of the American aviation expert.
10. Passengers for the New York flight should ____ to Gate 38.

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IV. Reading comprehension.

Paris—A City of Restaurants

Food is more than just important to the French. It is a way of life, an art form, an indispensable part of being. In recent years the French Government has officially recognized the Art and Science of French Cuisine, and awarded a fairly large amount of money for its study, research, promotion, and practice.

There is a real embarrassment of riches from which to choose, from tiny, neighborhood cafes and bistros to the luxurious churches of gastronomic delight with just about everything in between: cuisine bourgeoisie, nouvelle cuisine, regional cuisine, even Burger King. If you are after a complete, formal dinner, then grand cuisine is the one. If you prefer a lighter touch, yet still with a recognizably traditional twist, try cuisine bourgeoisie. For an even lighter taste, with

pure flavor, freshness, and an imaginative combination of ingredients (but often served in miniscule portions: it is said that this style means less on the plates but more on the check), go for nouvelle cuisine. Regional cuisine in Pairs is similarly excellent, marked by an enormous variety of traditional and specially regional ingredients. There are also countless ethnic restaurants in the city, ranging from Chinese, Vietnamese, Japanese, Russian and Kosher, to Algerian, Moroccan and Tunisian, with a few Indian and Indonesian restaurants thrown in for good measure.

Parisian restaurants still generally offer good value for money. Catering to such a large number of discriminating customers, the city's restaurants keep prices low and offer value for money. Most of the places that are recommended in city are not, therefore, too expensive. But always make a point of checking the menu posted outside before you go in. If you think it unreasonable, go elsewhere. You'd never have trouble finding a substitute: Pairs is a city of restaurants. You should be sure to check the credit card stickers in the window. Don't assume that all the major cards in the world will be accepted here, even in the ritziest spots, because they won't be.

If you are watching your dollars carefully, then be sure to check out the set menus. Nearly all restaurants have several menus at different prices. Restaurants with especially interesting cuisine may have a gourmet(美食家) menu which will allow you to taste several of the chef's specialties at much less than if you had ordered them as separate dishes.

Parisian restaurants have very variable opening times. A good many close for all or part of July and (especially) August. Similarly, a great many close on weekends, particularly Sundays and public holidays. Always check before turning up.

No guidebook could ever do justice to the restaurants of Paris. Even the most comprehensive books can present no more than tip of the iceberg. The restaurants listed in the City's Tour Guide are arranged by arrondissement and represent a mélange of the tried and the tested and the novel. But for every one they recommend there are probably another 20 just as good. Never be afraid to experiment. Bon Appétit!

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1. Fill in the blanks to complete the following statements.

(1) To the French, food is a way of_______, _______, and an________.

(2) ________________________________has been officially recognized by the French government in recent years.

(3) A fairly large amount of money has now been awarded for the ________________, ________________, ________________, and ________________of French cuisine.

(4) There are different kinds of restaurants in Paris, ranging from ________________ to________________.

(5) The cuisine that are mentioned in the text include ________________, ________________, ________________, ________________, ________________ and many foreign styles.

(6) Foreign style restaurants in Paris provide ________________, ________________, ________________, ________________, ________________, ________________, ________________, ________________, ________________ and ________________ food.



2. Read the following statements and decide which are true and which are false. Put a T for the true ones and an F for false ones.

(1) Paris is recognized as “a City of Restaurants” because French food is served in every restaurant in the city. (   )

(2) French cuisine has never been so widely recognized and studied in French before. (   )

(3) International visitors find it hard to choose an appropriate restaurant in Paris because there are too many of them. (   )

(4) Restaurants in Paris keep prices low but offer good-value for money food and service. (   )

(5) You can easily find a substitute in Paris if you don’t like a specific restaurant. (   )

(6) Major credit cards may not be accepted in most Parisian restaurants for no reason. (   )

V. Translate the following sentences into Chinese. They are underlined in the texts.

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1. They spend more on fast food than on movies, books, magazines, newspapers, videos and recorded music combined.
2. During that period, women entered the workforce in record numbers, often motivated less by a feminist perspective than by a need to pay the bills.
3. Indeed, the company earns the majority of its profits not from selling food but from collecting rent.
4. In many respects, the fast food industry embodies the best and the worst of American capitalism at the start of twenty-first century—its constant stream of new products and innovations, its widening gulf between rich and poor.
5. No other industry offers, both literally and figuratively, so much insight into the nature of mass consumption.

VI. Writing.

Introduce a restaurant, the followings should be considered.

1. The location and the internal environment, e.g. the size of the restaurant and decoration of the private room.
2. The special cuisine of the restaurant.
3. The service quality of the restaurant.

ACTIVITY 1　WORKSHOP 1：NEW HEADLINE

Aim:

Based on team-work, students are assigned to discuss the material, then to share your decision with other teams, each student team would select 1 or 2 students to report their viewpoints.

Agenda:

- Students should be grouped into several teams to do the class discussion.
- Total time: 20 minutes/each group on class.
- For each group, a preparation meeting would be held before class to discuss the situation from the future as described in the next page. On class, each group will come up with its decision and the reason. The presentation would last 15−20 minutes. The teacher would host the meeting and give comments on the performance of each group.
- The decision should be based on the sustainability of human race and human civilization.
- Suggested teaching arrangement: 2 class hours.

Workshop Material:

New Headline: Major Environmental Disaster Heralds End of the Human Race.

In groups, come up with some disasters that could possibly destroy the Earth…

Now, imagine that this is a real headline from the future and that one of the disasters you have predicted is actually going to happen. There is a possibility however, that the human race will be saved.

Scientists working for the United Nations have discovered that a deserted island in the Pacific will not be affected by the disaster. There is enough water, vegetation and animal life on this island to sustain human life. The United Nations has decided to send a group of people to this island before the disaster strikes. This group of people will be all that's left of the human race and will have to start again. There is a helicopter waiting to take them to the island. However, time is running out and there has been a terrible mistake. The helicopter can only take 10 people, including the pilot (male, 32 years old). There are 14 people waiting to get on. The United Nations has appointed you to decide which 9 people are saved and which 5 must stay behind. You must come to an agreement on this.

A Buddhist monk—male, 75.

An army officer—male, 54.

A doctor—female, 50.

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A professor (broadly educated) —male, 48.
A lawyer—female, 45.
A famous singer & actress—female, 32.
A farmer—male, 30.
An engineer—female, 29.
A motor mechanic—male, 26.
A medical student—female, 22.
An Olympic swimmer—male, 20.
A pregnant woman—19.
A child—male, 15.
A child—female, 6.

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UNIT 5 TRAVEL SERVICES

PART Ⅰ TEXT

Text A Tour Operators

Tour operators can be considered the wholesalers of the tourist industry. Their product, which of course is a service rather than tangible merchandise, is the packaged tour. Packaged tours offer transportation, hotel accommodations, and transfer to and from the airport. The tourist pays a lower price for this package than if he were trying to make all the arrangements on his own. In addition to the basic features, the tour package may also offer meals, entertainment, sightseeing, a rental car, and many other extras.

The first tour in the modern sense was put together by Thomas Cook in 1841. Cook was soon offering tours all over the world, and the idea gained acceptance very quickly not only in England, but also in other European countries and in the United States. Mark Twain's book, the *Innocents Abroad*[(1)], published in 1869, describes a tour of Europe and the Holy Land.

The firm of Thomas Cook & Sons has remained a major force in the travel industry, despite the number of changes in ownership. Its principal rival for many years has been the American Express Company[(2)]. Both Cook and American Express operate as tour packagers as well as retail travel agents; that is, they sell the tours which they package directly to the public through their own travel offices and through other agents. American Express is involved in many other kinds of business. It was the first company to issue traveler's checks; it owns one of the major credit card services; and it also engages in international banking and insurance. In addition, a traveler can have mail sent to him at American Express offices throughout the world.

Among the major tour operators or packagers on the scene today are the airlines themselves. Several of them have gone into the hotel business. This puts them in an advantageous position, since they can set aside blocks both of airplane seats and hotel rooms for their own tours.

Shipping companies are also tour operators. Cruises are a form of tour, with the ship taking the place of a hotel for purposes of accommodations. Indeed, cruising is almost the only kind of passenger operation that is offered by the shipping companies now that scheduled passenger liners have almost become a thing of the past.

The great increase in tourism that took place in the 1960s, especially in Europe, was in part the result of the emergence of a number of firms whose chief business was packaging and operating tours. Some of them took advantage of the ITX fares[(3)] on the scheduled airlines. Others began to specialize in chartering entire planes, which permitted them to offer still lower prices. Chartering in many cases was encouraged by governments that wanted a greater air transportation capacity than could be offered by the scheduled lines.

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The typical package that the European tour operators put together consisted of the least expensive two-week holiday tour. It was primarily intended for Northern Europeans who wanted a Mediterranean vacation. As the competition among the operators brought prices down, many people who had never traveled before were encouraged to try a trip abroad. Both tourism in general and the tour operating companies themselves expanded very rapidly.

The rapid expansion, however, has also resulted in many changes in management and methods of operation for the firms in the business. A sounder financial base became necessary, since tour groups were sometimes left stranded because tour operators did not have sufficient cash to pay the price of the aircraft charter. Some of the tour operators have now been absorbed by conglomerates, the huge modern corporations that engage in many different kinds of business. Others have close ties with particular charter airlines or hotel chains. A few have become involved in resort development. A good deal of experimentation has taken place in what is still basically a new business.

Other tours are put together by all sorts of clubs and organizations whose main purpose is not travel. They may be as diverse as cultural groups, such as garden clubs and opera societies, or labor unions. They are the basis for many of the affinity group charters—tours for people with similar interests and tastes. The tours that are arranged by these organizations include the normal components of the travel package. They are, in fact, direct competitors of tours put together by the companies in the travel industry. Many organizations whose principal purpose is travel exist regardless of the other activities they claimed to be engaged in. Many of these club and organization tours do, however, offer truly special features, often in the form of special activities or special destinations. Among the many kinds offered every year are theater, opera, museum, food, and garden tours, to name just a few.

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Tours are also arranged for employees and their spouses by corporations. The corporations typically offer these vacation trips as a reward for superior sales effort or as an incentive to improve performance. This type of tour is of course not open to the general public, but it is welcomed by the airlines and by hotel operators in the established resorts that frequently attract business of this kind.

It is possible to distinguish between two general types of tours. One is the holiday package that has a resort hotel as its destination. While local sightseeing or entertainment may be included in the package, the tours are generally of the "no frills" variety —in other words, without expensive extras. The major attractions usually include sun, sea, and activities such as golf or tennis that are offered by the resort itself. Local color is not even an important consideration. Many of the vacationers are hardly aware of what country their hotel is in.

The second is the guided tour that features sightseeing or some other special attraction. These tours are accompanied by a guide who is in charge of travel arrangements and activities. The activity offered by the tour is its principal attraction. The tour may combine travel with education—a tour of great French cathedrals, of archeological sites in Central or South America,



or of the great country houses of England. Most of these tours include several different destinations and a good deal of local travel within one region. Thus, they require careful arrangement and coordination of accommodations, local transportation, luggage handling, and all the other details that accompany any kind of travel.

The person who leads such tours is the tour guide. He is multilingual, he relates well to other people, and he deals with the variety of problems that arise not only in making travel arrangements, but also in carrying them out. He deals with the problems of lost luggage and unsatisfactory hotel accommodations, with rainy days and fatigue, with sudden illness, and with the interpersonal problems that arise among the members of the group. He is, in other words, almost as much of a psychologist as a travel expert.

The public derives many advantages from packaged tours, the most obvious being the price. When airplane seats and hotel rooms are reserved in blocks by the tour operators, considerable savings are passed on to the customers. These savings have been reflected in the last few years by the great increase in tourism. Many people would never travel at all without the price inducements offered by packaged tours.

A second advantage is the opportunity for the tourist to make all his travel arrangements in one place at one time. The independent traveler[(4)]—one who does not travel as a member of a group—often has to go to considerable trouble to put the different pieces of his trip together. Airline seats may not be available when he wants them, or he may not be able to secure the hotel accommodations that he wants. Even when a travel agent makes the arrangements, these difficulties still exist, but with the packaged tour they are eliminated for the consumer. The tour, in other words, offers convenience as one of its inducements.

A third advantage can be summed up in the term accessibility. Tours make it possible for people to visit many remote or rugged areas that would otherwise be too difficult for them to try to see on their own. Tours, for example, now regularly go to archeological sites in the jungles of Central America. A few years ago, only dedicated scientists would have undertaken the hardships of such a trip, but governments, local airlines, and tour operators have made these and countless other places throughout the world accessible to the general public.

Words and Expressions

accessibility [əkˌsesə'biləti] *n.* 易接近性，可达性

affinity [ə'finəti] *n.* 密切关系，姻亲关系

cathedral [kə'θiːdrəl] *n.* 大教堂

charter ['tʃɑ'tə] *v.* 租，包 (车、飞机、船等)

catalogue ['kætəlɔg] *n.* 目录

conglomerate [kən'glɔməreit] *n.* 联合大企业，企业集团

corporation [kɔːpə'reiʃən] *n.* 公司，企业

cruise [kruːz] *n.* 巡游，游船

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derive	[di'raiv]	*v*. 得自，起源
eliminate	[i'limineit]	*v*. 排除，消除
entertainment	[entə'teinmənt]	*n*. 娱乐，娱乐表演
emergence	[i'mə:dʒəns]	*n*. 出现，浮现
fatigue	[fə'ti:g]	*n*. 疲乏，疲劳
frills	[frilz]	*n*. 虚饰，臭架子
inducement	[in'dju:smənt]	*n*. 诱因，刺激物
innocent	['inəsənt]	*a*. 无辜的
jungle	['dʒʌŋgl]	*n*. 丛林
Mediterranean	[meditə'reiniən]	*n*. 地中海
merchandise	['mə:tʃəndaiz]	*n*. 商品，货物
multilingual	[mʌlti'liŋgwəl]	*a*. 使用多种语言的
psychologist	[sai'kɔlədʒist]	*n*. 心理学者
rental	['rentəl]	*a*. 租用的
rugged	['rʌgid]	*a*. 崎岖的；高低不平的
shipping	['ʃipiŋ]	*n*. 海运；运送
strand	[strænd]	*v*. 使搁浅；使陷于困境
tangible	['tændʒəbl]	*a*. 有形的
traveler's check		旅行支票
archeological site		考古遗址
affinity group		亲和组；联谊团
guided tour		有导游的旅游
in blocks		块装；整批
international banking and insurance		国际银行及保险业务
mail order firm		函购公司
on the scene		在场
passenger liner		客轮
price inducement		价格刺激，价格诱惑
take advantage of sth./sb.		充分利用
to be left stranded		处于困境，被困住

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Notes

(1) *The Innocents Abroad*：美国作家马克•吐温的作品《傻子出国记》。

(2) the American Express Company：美国运通公司。创建之初，它只是一家从事快递服务的公司，主要在美国经营货运和贵重物品运送业务，后来逐渐发展成为一家在全球范围内开发并销售金融产品的公司。如今，美国运通公司已成为全球旅游服务、财务及网络服务供应商，是全球知名度极高的品牌之一。

(3) ITX fares，定期航班为旅游团队提供的优惠票价。除了票价打折外，有些航空公司会为达到一定人数的团队提供一张至数张免费票，如 16 人免 1 人的票等。

(4) independent traveler：散客，自助旅游者，也称 independent tourist，简称为 IT，而旅游业中常用的 FIT 指的是 foreign independent traveler/tourist.

Text B The Retail Travel Agent

Retail travel services are similar to clothing stores, except that they sell intangible services rather than tangible goods. Nevertheless, agency offices are often found in the same shopping areas as expensive stores, like the airline and travel offices along streets like the Fifth Avenue in New York[1] or the Champs Elysees in Paris[2]. The retail travel agent sells all kinds of tourist products—transportation, accommodations, sightseeing, and so on—to the general public. The term retail distinguishes him from the tour operator or packager, who can be considered the manufacturer or wholesaler of the tourist industry.

As with many other aspects of modern tourism, the growth of the airlines led to a corresponding growth in the number of retail travel agents. The airlines offer inducements to travel agents to handle reservations for them so that the airlines do not have to set up an elaborate network of ticket offices in all the market areas from which they draw passengers. Most airlines have sales and ticket offices only in those cities that they serve with actual flights.

Even where the airlines do have ticket offices, many travelers still prefer to use the services of an agent. The agent of course offers the customer one-stop convenience. The traveler can make all the arrangements for his trip without having to go to separate places for his airline seat, his hotel reservation, his rental car, and whatever else he may want for this trip.

In return for the customers who are brought in by the agencies, the airlines give special care and attention to the agents. The typical airline reservations office has one or more agents who handle nothing but travel agency business. They may set aside seats on some popular flights just for the agencies. They also give assistance to the travel agents in working out fares. Airline fares have become very complex in recent years, with a great variety of special categories—high season and low season fares, family plans, and many others besides the customary price difference between first-class and economy. The problem becomes even more complicated when the trip has several legs—different segments of the trip on different flights, often on different airlines. The routing of a particular trip also frequently makes a difference in the total fare[3].

Computerization already has caused some changes in the travel agency business and will probably continue to cause additional changes in the future. Most airlines in the United States, Western Europe, Japan and the more highly developed resort areas now have computerized reservations systems. Many of the hotel chains use computers to keep better control of their bookings. In fact, many of the hotel chains are really computer referral systems; in other words, independently owned hotels that have joined together to computerize their reservations. United Airlines[4], one of the American domestic airlines, has heavily advertised its one-stop reservations

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system—airplane seat, hotel, and rental car with one phone call, a service that competes directly with travel agencies.

Many travel agencies are equipped with computer terminals, devices that permit access to the information stored in the computer. The terminal may be a specially adapted typewriter or a teletype machine. An agent can use the terminal to ask the computer a question and receive an answer in a matter of seconds. This makes possible the immediate confirmation of reservations for airline seats, hotel rooms, or rental cars.

As packaged tours have assumed greater importance in the tourist industry, retail travel agents have become the principal channel for selling tours to general public. Some tours are available only to special groups, but most of the others, particularly those put together by the transportation companies, must be sold to the public at large through the agencies.

A typical travel agency has a rack of colorful brochures that illustrate the delights offered by a wide variety of tours. The cost of this kind of promotion is paid for almost entirely by the tour packagers. They prepare, print, and distribute the brochures, and they also absorb the national, or even sometimes international, advertising costs. The retail agencies may do some local advertising, although even in this case costs may be shared with tour packagers or transportation companies. The agencies also make direct mailings(5) to lists of customers who might be interested in particular travel offerings.

There is some difference in emphasis in the kind of business handled by travel agents in the major tourist markets and those in the major tourist destinations, especially those that do not themselves generate much tourist traffic. In the market areas, the emphasis is on selling travel services and tours to people who are going to some other place. The agencies in the destinations, on the other hand, often put a great deal of emphasis on services the traveler will need while he remains in that area. These services include local sightseeing tours, arrangements for independent travel, currency exchange, tickets for local entertainment, and so on. Since the agencies in some tourist areas deal with many foreigners, language skills are often more important than in the market areas. It should be noted that many places are both tourist and market areas that offer the entire range of travel services. American Express offices in such places as Paris and Rome may well described as travel department stores.

The travel agency business offers many attractions to people with experience in the tourist industry. Unlike most other retail business, there is no need for the storage and display of large quantities of merchandise. This means that the initial cost of setting up an agency and the continuing overhead are low in comparison with other retail establishments. A good location, however, is an important factor in the success of an agency, and so office spare may be expensive. Another factor in the success involves establishing a steady clientele. The best customer for a travel agent may be a corporation whose executives make a large number of business trips every year. For customers who come in off the streets, so to speak, satisfying their travel needs is the best way to assure repeated business.

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A recent trend that has developed among travel agents is to operate on a chain basis, that is, with several outlets. Some of the large travel companies have operated in this way for many years. Now the smaller agencies are also branching out. Some of them have opened offices in different parts of the same city or its suburbs, while others have opened offices throughout an entire region.

The retail travel agent is paid by means of commissions—percentage of sales made through the agency. The commissions vary from country to country and from time to time. However, some approximate figures would be about 7.5 percent for sales of tickets on the scheduled airlines, from 5 percent to 15 percent from hotels (although some resort hotels may pay even higher commissions, especially in the off-season), about 10 percent for tours on the scheduled airlines, and about 5 percent for charter tours. These figures indicate a rather small profit margin, since they constitute the bulk of the business for a great many agents. Some kinds of activity provide a higher rate of return, however. Travel insurance, which many agents handle, may bring in commissions of 25 percent or more; and tour arrangements for independent travelers also bring in higher returns. It should be noted that the transportation and accommodations companies pay these costs directly to the agents. They are only passed on indirectly to the consumer.

Any retail business involves a great deal of contact with the public, with all the pleasures and pains that such contact may bring. This is doubly true for travel agents, since they are selling services and not goods. Many of their customers expect them to either advise them on where they should spend their vacations, or to advise them on hotels, restaurants, health problems, and so forth in all parts of the world. It cannot be emphasized too much that the successful sale of services depends on pleasing the customer. Among the ways in which the agent can serve the customer is by keeping up with changing fares so that he can offer his customers the best bargains —or at least knowing where he can get reliable information—and helping them to work out complicated fares. The agent must also keep up with changing government regulations for international travel—visa and health regulations, customs information, airport taxes—so that he can give the traveler accurate information. The agent must even be alert for possible political problems in the tourist destination countries. One of the primary necessities for recreational travelers is personal safety.

There are of course many rewards other than the financial ones for the travel agent. One of them for some people simply involves dealing with the public and serving their needs. Another involves the opportunity to do a great deal of traveling themselves. Finally, since many travel agencies are small businesses that are owned by the people who manage them, they provide opportunities for independent operation that would not be found in a large corporation.

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Words and Expressions

approximate [ə'prɔksimit] *a.* 近似的，大约的

clientele [kli:ɔn'tel] *n.* 顾客(总称)

commission [kə'miʃən] *n.* 回扣，佣金



complicated	['kɔmplikeitid]	*a.* 复杂的，难解的
teletype	['telitaip]	*n.* 电传打字机
airport tax		机场税
at large		整个，全部，在很大程度上
leg		一段旅程
be alert for sth.		警觉，警惕
computer referral system		计算机联网系统
computer terminal		计算机终端
computerized reservations system		计算机预订系统
confirmation of reservation		预订确认
high season fare		旺季票价
in comparison with		与……相比
keep up with sb./sth.		跟上某人或某物，与某人或某物同步前进
low season/off-season fare		淡季票价
one-stop convenience		一站式服务
overhead		经常费用
profit margin		利润率
repeated business		回头生意
retail outlet		零售商店
set aside seat for		为……保留座位
so to speak		可以说

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Notes

(1) the Fifth Avenue in New York：纽约第五大街，这里是一流精品店及高级百货公司林立的繁华商业街。

(2) the Champs Elysees in Paris：巴黎香榭丽舍大街，是巴黎最漂亮的一条大街。

(3) The routing … difference in the total fare. 一次特定的旅程的飞行路线也经常会造成整体票价的不同。一般而言，如果航班从 A 城市直飞 D 城市，票价就会高一些。但如果航班经由 B 或 C 城市绕行到 D 城市，票价就会低一些。

(4) United Airlines：联合航空公司是美国一家飞国内航线的航空公司。它大力推销自己的打一个电话就可以预订机座、饭店、出租车等一站式预订服务，这种服务直接与旅游零售商进行竞争。

(5) direct mailings：直邮，即将旅游宣传资料直接邮寄给可能会对某些旅游产品感兴趣的潜在旅游者的市场推销方式。

(6) Unlike most other retail… with other retail establishments. (旅行社)不像多数其他零售业，它不需要仓库或展示大量的商品，这就意味着与其他零售业相比，开办一个旅行社的启动资金和后续费用较低。initial cost：启动资金。

PART Ⅱ DIALOGUE

Dialogue 1 On the Plane：Captain's Announcement

C=captain(机长) P1=passenger 1(旅客 1) P2=passenger 2(旅客 2)

(After take off, passenger 1 and passenger 2 are reading magazines when the pilot makes an announcement.)

C：Good evening, everyone. This is your captain speaking. I'm Captain Rogers and my crew and I will be piloting this 747 aircraft from New York to Amsterdam, the Netherlands.

P1：I can't believe we're on our way!

P2：Shh!

C：We're presently at an altitude of 28 000 feet ascending to our cruising altitude of 35 000 feet. The weather looks pretty good over the Atlantic, but we may experience some turbulence over the British Isles.

P1：Uh-oh. I hate choppy air!

P2：Shh!

C：You may have notice that I turn off "fasten seat belt" sign a few moments ago. If you like, you may get up and move about the cabin. However, the crew and I advise you to keep that seat belt fastened in case of turbulence. We keep ours fastened, and we hope you will, too.

P1：That makes sense, doesn't it?

P2：Shh!

C：After we reach our cruising altitude, I'll give you the weather report for Amsterdam. Until then, sit back and relax and enjoy our famous KLM service. Thank you.

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(起飞后，旅客 1 和旅客 2 在阅读杂志时听到飞机驾驶员对大家广播。)

C：各位晚上好。这是机长报告，我是罗杰斯机长，我和本班机全体服务人员将驾驶这班 747 客机从纽约飞往荷兰阿姆斯特丹。

P1：真不敢相信我们已经上路了！

P2：嘘！

C：我们现在的高度是 28 000 英尺，正往 35 000 英尺的飞行高度爬升。大西洋上空的天气看起来相当不错，但是我们在经过不列颠群岛上空时可能会遇上湍流。

P1：糟了。我讨厌不稳定的气流！

P2：嘘！

C：诸位可能已注意到我在几分钟前关掉了“系好安全带”的指示灯。如果诸位愿意的话，可以起身在机舱内走动。不过，我和全体机员都希望诸位就座时系好安全带以免突然遇到湍流。我们自己随时系着安全带，希望诸位也能这样做。

P1：很有道理，不是吗？

P2：嘘！

C：在我们攀升至飞行高度时，我会向诸位报告阿姆斯特丹的天气状况。在这之前，请坐好，放松自己享受我们著名的荷兰皇家航空公司的服务。报告完毕，谢谢。

Dialogue 2　On the Plane: Having Meal

S=stewardess(空姐)　　P=passenger(旅客)

(A stewardess comes by offering dinner.)

S：Would you put down your tray table, sir? Would you like chicken or beef?

P：Uh, I'll have the chicken. Thanks.

S：Here you are. And the young lady?

(John looks over to see Helen sleeping.)

P：Oh! She's fallen asleep. Can I still take a dinner for her to eat a litter later?

S：That would be all right. You'll have to lower her tray table, too, though.

P：No problem. Uh, she'll have the chicken, too.

S：Here you are. And would you like some wine with your meal?

P：Great. Thanks! Do you have white wine?

S：Sure. Here you are. I think we'd better wait for her to wake up before we give her a drink. She might spill it when she wakes up.

P：Ok. I'll get her up in a minute.

S：By the way, we'll be coming around with coffee and tea in a moment, sir. Now, enjoy your meal.

(一位空姐过来送餐。)

S：先生，请将你的餐板放下来好吗？你要吃鸡肉餐还是牛肉餐呢？

P：哦，我吃鸡肉餐好了，谢谢。

S：鸡肉餐给你，那么这位年轻女士呢？

(约翰转过头去看到海伦正在睡觉。)

P：哦！她睡着了。我能不能先替她收一下让她等一会再吃？

S：可以。但是你还是得把她的餐板放下来。

P：没问题。嗯，她也吃鸡肉餐。

S：给您鸡肉餐。你用餐时要不要喝点酒呢？

P：好的，谢谢！有白葡萄酒吗？

S：有。酒来了。我想我们最好等她醒来再给她饮料。要不然她醒来时也许会把杯子打翻。

P：好的。我等一下会叫醒她。

S：哦，对了，我们等一下会送咖啡和茶过来，先生。祝你用餐愉快。

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Word Service Station

overhead	头顶上的	compartment	分隔间

button	按钮	turbulence	湍流
choppy	波浪起伏的	sandwich	三明治
bake	烤	spill	泼出
assistance	帮助	fasten	系紧
belt	带子	tray	托盘
crew	全体机组人员	ascend	上升
altitude	海拔，高度	British Isles	不列颠群岛

PART Ⅲ TOURISM LINK：ITINERARY

Four-day Tour in Beijing

Day One

Our CTS guide meets you at the airport and transfers you to a four-star hotel.

In the evening, a delicious Beijing roasted duck dinner in the famous Quanjude.

Day Two

In the morning, an excursion to the Great Wall—the landmark of China and one of the most amazing feats of the human labor.

After lunch, visit the Ming Tombs along the Sacred Way with giant marble figures and animals guarding the tomb area for deceased emperors of the Ming dynasty(1368-1644 AD).

In the evening, Peking Opera show.

Day Three

In the morning, a visit to the Tiananmen Square—the largest public square in the world, and the Palace Museum, known as the Forbidden City—the home of the emperors of the Ming and Qing dynasties for over 500 years. Some halls are now used as museums for the fine collections of Chinese treasures.

After lunch, a drive to the Summer Palace, a former summer resort for the royal family, and a boat ride on the Lake of Kunming.

Free activities in the evening.

Day Four

In the morning, a visit to the Temple of Heaven, where the Ming and Qing emperors prayed for good harvest. It is the largest temple complex remaining in China today.

After lunch, drive to the airport for departure.

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PART Ⅳ GOOD TO KNOW：THE TYPES OF LUGGAGE

搬运工人，行李员	porter/red cap	贵重品	valuables
手推车	trolley	登机行李	carry-on luggage
大衣箱	trunk	标有姓名的标签	name tag
小提箱	suitcase	行李电梯	baggage elevator
行李收据	baggage receipt	旅行袋	traveling bag
行李仓	storage room	轻便行李	light luggage
背包	shoulder bag	托运行李	checked luggage

PART Ⅴ EXERCISES

I. Listening Comprehension.

From Wine to Brandy on this Moment of Science

Making wine is a biological process. Live yeast added to grape juice digests the juice's sugar giving off alcohol as a byproduct. How much alcohol is __1__ depends on how much sugar the juice starts with. But __2__ percent alcohol is about as strong as any wine can get before the yeast poisons itself and the fermentation stops.

Brandy begins as wine but is then distilled, raising the alcohol __3__ to forty or fifty percent–well above the level that would kill any yeast.

To see how distillation works, picture steam from a kettle hitting a cold windowpane, where it condenses and __4__ off. The water dripping off is called "distilled water", which is different from tap water because it no longer contains the __5__ and minerals with much higher boiling points, which were left behind when the water in the kettle turned to steam.

Wine is roughly one part alcohol to five parts water, but the __6__ point for alcohol is only 173 degrees Fahrenheit—39 degrees __7__ than the boiling point for water.

So the alcohol in wine can be distilled into brandy by __8__ the wine to just over 173 degrees—hot enough to boil the alcohol, but not hot enough to boil the water.

The steam, which is mostly alcohol, is then run through cold tubing where it condenses and drips into a container.

Although the water doesn't actually boil, some water still evaporates with the alcohol which is why even the __9__ liquor is not a hundred percent alcohol. But most of the water is left behind. Making wine is a __10__ process which is legal in most states. But remove the water to make brandy, and you're committing a federal offense.

This Moment of Science comes from Indiana University. I am Amule Yake Central.

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II. Put the following into Chinese.

1. Beijing's alleyways ____________
2. waterway ____________
3. pedicab ____________
4. Ocean Park ____________
5. Ghost City of Fengdu ____________
6. credit card ____________
7. statue ____________
8. Temple of Heaven ____________
9. Yangtze Cruise ____________
10. cliff ____________

III. Fill in the blanks with words given below, and make some changes if necessary.

harsh	attune	puberty	efficient	shrink
extraordinary	toxic	hop	survive	peculiar

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1. It took me a while to become____ to the life in Australia.
2. This custom is____ to Scotland.
3. All of them had to endure ____ living conditions in the desert.
4. Only one baby ____ the car crash.
5. His daughter is just reaching ____.
6. ____ exhaust fumes from cars are polluting our environment.
7. I think Mr. Smith needs a very ____ secretary.
8. Bruce has an ____ musical talent.
9. ____ in and I'll give you a ride.
10. The sweater ____ in the wash.

IV. Reading comprehension.

Although the top men in smuggling business must work together, most of a syndicate's small fry, especially the mules, know only their immediate contacts. If caught there is little they can give away. A mule probably will not even know the name of the person who gives him his instructions, nor how to get in touch with him. Usually he even does not know the person to whom he has to make delivery. He will be told just to sit tight in a certain hotel or bar until someone contacts him. In this way if he is blown, coming through airport customs he cannot unwittingly lead agents to the next link in the chain. All the persons at the receiving end do is to hang around the airport among the waiting crowd, and see that the mule comes through safely. If he does not, he is dimply written off as a loss. To make identification of mules easier, several

syndicates have devised their own "club ties" so that a mule wearing one can immediately be picked out.

Mules often receive careful training before embarking on their first journey. One Beirut organization, for example, uses a room with three airline seats in it. There the trainee mules sit for hours on end wearing weighted smuggling vests beneath their clothes, so that they become accustomed to standing up after a long flight in a natural way, and without revealing what they are carrying. An outfit in Brussels maintained a comfortable apartment where the mules could relax and get a firm grip on themselves on the night before their first journey; they were helped to dress before setting out for the airport in the morning. More often than not a courier will not know precisely where he is going or what flight number is until he is actually handed his tickets at the airport. This prevents the careless boast in some bar or to a girl friend the night before.

Mules occasionally run off with the goods to keep the profit themselves. As insurance against this, a syndicate often sends a high-up on the same plane to keep a wary eye on couriers, particularly new ones. Even then things can go badly wrong. One international currency smuggler who was having trouble getting money out of Britain was offered help by a group of men who said they were in a position to "fix thing"—for a fee of course. Foolishly, the smuggler agreed to accept their help. When he got to London's Heathrow Airport, he handed over to one of the men a black suitcase containing nearly $90 000 in cash, destined for Frankfurt. Just to keep an eye on things, the smuggler went along on the same plane. When they landed at Frankfurt, he was handed back his suitcase. He beat a straight path to the men's toilet, opened the case, and found only old clothes. The courier had switched suitcase en route, but the smuggler could hardly run to the police and complain that "the man who was smuggling money out of England for me has stolen it".

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1. What is a "mule"?

    [A] A person who sends smuggling goods for a syndicate is called mule.

    [B] A person in charge of smuggling goods is called mule.

    [C] A person who makes delivery for a syndicate is called mule.

    [D] A person who receives instructions from a smuggler is called mule.

2. The sentence "if he is blown" in paragraph one is closest in meaning to.

    [A] if he is arrested

    [B] if he is recognized, but not necessarily arrested

    [C] if he is recognized and arrested

    [D] if he runs away

3. Why does the author give an example in the last paragraph?

    [A] To show how a smuggler is caught

    [B] To show a smuggler is afraid of the police

    [C] To show to keep a wary eye on couriers is useless

    [D] To show mules may keep the profit for themselves

4. How does a mule work?
   [A] Jointly
   [B] Independently
   [C] Consciously
   [D] Separately

V. Translate the following sentences into Chinese.They are underlined in the texts.

1. Tour operators can be considered the wholesalers of the tourist industry. Their product, which of course is a service rather than tangible merchandise, is the packaged tour.
2. Both Cook and American Express operate as tour packagers as well as retail travel agents; that is, they sell the tours which they package directly to the public through their own travel offices and through other agents.
3. One is the holiday package that has a resort hotel as its destination. While local sightseeing or entertainment may be included in the package, the tours are generally of the "no frills" variety —in other words, without expensive extras.
4. Airline fares have become very complex in recent years, with a great variety of special categories—high season and low season fares, family plans, and many others besides the customary price difference between first-class and economy.
5. There is some difference in emphasis in the kind of business handled by travel agents in the major tourist markets and those in the major tourist destinations, especially those that do not themselves generate much tourist traffic.

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VI. Writing.

Assignment: write an arrangement according to the information given.

一个 40 人的新加坡代表团将于 2010 年 12 月 22～25 日到珠海考察。他们乘坐的班机将于 22 日上午 10 点到达珠海机场。在珠海期间，他们将考察高级港经济区、航空产业园及横琴新区的长隆海洋动物园等项目。



UNIT 6　HOSPITALITY INDUSTRY

PART Ⅰ　TEXT

Text A　The History of Hotel Industry

The development of the hotel industry is closely related to travel. Though hospitality services can be traced back to 12 000 years ago, hotel business as a social phenomenon was not possible until the first real opportunities for people to trade and travel came in the sixth century BC. when a standardized medium of exchange was adopted. With traveler's areas of movement widened, their need for lodging became greater. Early inns and taverns as well as caravansaries were built along the roads at the distance a horse could travel in a day. The inns were primitive by modern standards. In most cases, they were nothing more than a space within private dwellings. The old-fashioned inns, however, did provide food and shelter for both men and horses and therefore became a symbol for hospitality.

Not until the Industry Revolution in England were there signs of progress and new ideas in the business of inn-keeping. During the era from 1725 to 1825, British inns gained the reputation of being the finest in the world. Innkeepers in London increased services, maintained standards of cleanliness, and at least to some extent, catered to guests. With the development of railroads in the nineteenth century, large hotels were constructed near the train stations. In 1829, the Tremont House opened in Boston, the United States. This hotel was considered by many to be the beginning of what was regarded as first class service. With 170 rooms, the Tremont House was a large facility. In addition, the hotel offered features which, for the time, were amazing. Private single and double rooms were available, which offered not only privacy, but also security. In addition to water pitchers and a washing bowl, free soap was provided in each room. The Tremont House offered French cuisine and, reportedly, was the first hotel to have a bellboy.

The remainder of the nineteenth and early twentieth centuries saw the rapid growth in commercial travelers. So did their demands for service and comfort. In 1908, Elsworth M. Statler opened the Buffalo Statler, marking the beginning of the modern commercial hotel era. Many services now considered standard were introduced by the Statler, including such amenities as a light switch by the guestroom door, private baths, ice water and a free morning newspaper. The Statler set the standard of the day by being clean, comfortable and affordable. The Statler served as the pattern for hotel design and operation for many years.

The modern hotel business started to develop rapidly in 1940s, when World War Ⅱ necessitated a tremendous amount of travel in the world. Motels began to replace roadside cabins as use of the automobile spread throughout society. Offering low-cost and clean accommodations

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with adjacent parking facilities for cars, motels enjoyed great popularity with the traveling public. The tremendous increase in automobiles and airline travel opened up many new areas that could not previously be considered proper sites for hotel development. The most direct result of the increase in tourism that was attributable to the airplane was a boom in the construction of resort hotels. Resort hotels did not, however, originate with the airplane. The airplane made many more places available for development as resorts, including places that were quite isolated.

In the 1950s and 1960s, the practice of franchising appeared within the industry. Franchising enabled entrepreneurs to expand their operations without the use of substantial capital. For much of their history, hotels were owned and operated by individuals. However, as franchises and chains began to appear, individually owned hotels found themselves increasingly at a competitive disadvantage. By the 1960s, independent properties began to improve as the result referral organizations such as Quality Courts, Best Western, Master Host and Best Eastern. From the 1980s forward, mergers and acquisitions became common within the industry, and brands become hotly traded commodities.

New concepts in hotel design have been developed in an effort to meet changing preferences and new characteristics of the traveling public. In the last few decades, many new types of hotels have been built. To meet the increasing MICE[(1)] business, large convention hotels with extensive public areas, function space, and convention facilities have been built. Since early 1980s, an attempt has been made to design hotels for specific markets. The attempt to build a product which satisfies specific markets has been referred to as the Niche Concept[(2)]. At the same time, older hotels have found it essential to resort to more comprehensive marketing in order to fill room capacities and maintain profitability. The Towers/Concierge Floor concept has proven particularly useful in order to create "hotels within hotels".

Recently, use of management companies has entered the mainstream. As a result, many chains are more involved in management than in ownership. These chains realize a much more predictable and steady income stream than had normally been yielded by ownership.

China offered few accommodation facilities of international standard before 1978. What existed was of poor quality and was insufficient to satisfy the sudden influx of overseas tourists to China under its Open-door Policy. The top priority of the tourism sector at that time was to build hotels that met international standards. From 1986 to 1991 the Chinese government invested RMB 6 billion into its hotel industry (about US$1.25 billion at 1990 exchange rates). The government's investment and restructuring of the hotel industry, plus its encouraging external investment and allowing the entry of foreign-owned hotel companies, resulted in 2 354 newly opened hotels by 1992.

In 1992, China widened its economic reform and Open-door Policy. Increased business activity and international tourist arrivals stimulated hotel investment. In just four years, from 1993 to 1997, China doubled its hotel capacity to 5 201 hotels and 701 736 rooms. However, the annual increase of hotels and rooms often exceeded the increases of inbound travelers and domestic

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tourists. As a consequence, since 1996 occupancy rates[3] have been around 55%. Oversupply combined with the effects of the Asian economic crisis that started in 1997 handed the Chinese hotel industry a financial loss in 1998. That first-ever loss totaled RMB 4.656 billion or about US$ 0.6 billion. Despite this setback, the stock of hotel rooms still grew by 16.2% from 1998 to 1999, although annual room growth slowed to 6.6 % in 2000. Thus, in 2000 China had a total of 10 481 hotels with 948 185 rooms and achieved 55.85% occupancy. China's hotel industry will need to expand further to meet the growing demand from both international and domestic travelers.

In a comprehensive view of the development of the hotel industry in China, we can see the scale of hotels is expanding while the competition is increasing. China's own hotel companies are relatively small and immature when compared to foreign multinational hotel companies, most of which have already declared China as a key target for expansion. To date, overseas involvement in China's hotel business, although encouraged and even supported by the government, has still been much under government control. However, China's WTO entry should mean the eventual removal of such controls and expose the local industry to greater competition from foreign companies. For example, the government will need to forgo its hotel-ownership hegemony, because the WTO agreement provides that China will have hotels that will be 100% foreign owned within three years after WTO entry.

Words and Expressions

accommodation [əˌkɔmə'deiʃən] *n.* 住处，膳宿
adjacent [ə'dʒeisənt] *a.* 邻近的，毗连的
affordable [ə'fɔːdəbl] *a.* 支付得起的
amenity [ə'miːniti] *n.* 使人愉快的设施
attain [ə'tein] *v.* 达到，实现
bellboy ['belbɔi] *n.* 门童
Boston ['bɔstən] *n.* 波士顿
buffalo ['bʌfələu] *n.* 水牛
caravansary [ˌkærə 'vænsəri] *n.* 商队旅馆，大旅舍
cabin ['kæbin] *n.* 舱，室
comprehensive [kɔmpri'hensiv] *a.* 综合的，广泛的
chain [tʃein] *n.* 连锁店
concierge ['kɔːnsiєəʒ] *n.* 门房，看门人
cuisine [kwi 'ziːn] *n.* 饮食，菜系
domestic [də'mestik] *a.* 国内的，家庭的
declared [di'klєəd] *a.* 公开宣布的
dwelling ['dweliŋ] *n.* 住处，寓所
entrepreneur [ˌɔntrəprə'nəː] *n.* 企业家，主办人

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franchise ['fræntʃaiz] *v.* 特许经销
forgo [fɔː'gəu] *v.* 放弃，停止
hegemony [hi'geməni] *n.* 霸权，领导权
hospitality [hɔspi'tæləti] *n.* 亲切，招待
influx ['inflʌks] *n.* 流入
insufficient [insə'fiʃənt] *a.* 不足的，不充足的
inbound ['inbaund] *a.* 入境的，归本国的
immature [ˌimə'tjuə] *a.* 不成熟的
lodging ['lɔdʒiŋ] *n.* 寄宿，寄宿处
merger ['məːdʒə] *n.* 合并，归并
motel [məu'tel] *n.* 汽车旅馆
necessitate [ni'sesiteit] *v.* 使成为必需
ownership ['əunəʃip] *n.* 所有权，物主身份
occupancy ['ɔkjupənsi] *n.* 居住，占有
oversupply [əuvəsə'plai] *v.* 过度供给
property ['prɔpəti] *n.* 财产，所有权
profitability [ˌprɔfitə'biləti] *n.* 收益性，利益率
primitive ['primitiv] *a.* 原始的
referral [ri'fəːrəl] *n.* 参照，提及
setback ['setbæk] *n.* 挫折，逆流
stimulate ['stimjuleit] *v.* 刺激，鼓舞，激励
shelter ['ʃeltə] *n.* 住处，庇护所
tremendous [tri'mendəs] *a.* 极大的，巨大的
tavern ['tævən] *n.* 酒馆
yield [jiːld] *v.* 屈服，出产
Tremont House 特雷蒙特酒店

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Notes

(1) MICE：meeting(会议)，incentive(激励)，conference(大型企业会议)，exhibition(活动展览)的第一个字母大写组成，是会奖商旅的英文缩写。
(2) Niche Concept：利基理念，即特定补缺市场理念。
(3) occupancy rate：入住率。
(4) star-rating hotel：星级酒店。

Text B Hostel

Hostels provide budget oriented, sociable accommodation where guests can rent a bed, usually a bunk bed, in a dormitory and share a bathroom, lounge and sometimes a kitchen. Rooms can be


Figure 6.1 Hostel dormitory room in Taiwan

mixed or single-sex, although private rooms may also be available. Hostels are generally cheaper for both the operator and the occupants; many hostels have long-term residents whom they employ as desk clerks or housekeeping staff in exchange for free accommodation.

In a few countries, such as the UK, Ireland, the Netherlands, India, and Australia, the word hostel sometimes also refers to establishments providing longer-term accommodation (often to specific classes of clientele such as nurses, students, drug addicts, or court defendants on bail) where the hostels are sometimes run by Housing Associations and charities(1). In the rest of the world, the word hostel refers only to properties offering shared accommodation to travellers or backpackers.

Within the "traveler" category, another distinction can be drawn between hostels which are members of Hostelling International(2) (HI), a UK-based, non-profit organization encouraging outdoor activities and cultural exchange for the young (formerly the IYHA(3)), and independently operated hostels. Hostels for travelers are sometimes called "backpackers" hostels, particularly in Australia and New Zealand (often abbreviated to just "backpackers").

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History

In 1912, in Altena Castle(4) in Germany, Richard Schirrmann created the first permanent *Jugendherberge* or "Youth Hostel". These first Youth Hostels were an exponent of the ideology of the German Youth Movement(5) to let poor city youngsters breathe fresh air outdoors. The youths were supposed to manage the hostel themselves as much as possible, doing chores to keep the costs down and build character as well as being physically active outdoors. Because of this, many Youth Hostels closed during the middle part of the day. Very few hostels still require chores beyond washing up after self-catered meals or have a "lockout".

Communal Accommodation

There is less privacy in a hostel than in a hotel. Sharing sleeping accommodation in a dormitory is very different from staying in a private room in a hotel or bed and breakfast, and might not be comfortable for those requiring more privacy. The lessened privacy is also an advantage in some ways, because it encourages more social interaction between guests.

Theft can be a problem, since guests may share a common living space, but this can be avoided by securing guests belongings. Most hostels offer some sort of system for safely storing valuables, and an increasing number of hostels offer private lockers.

Noise can make sleeping difficult on occasions, whether from snoring, sexual activity, someone either returning late or leaving early or the proximity of so many people. This can be mitigated by carrying earplugs.

Types of Hostels



Figure 6.2 The ship Passat is a floating hostel and museum

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The traditional hostel format involved dormitory style accommodation. Some newer hostels also include en-suite accommodation[6] with single, double or quad occupancy rooms[7], though to be considered a hostel they must also provide dormitory accommodation. In recent years, the numbers of independent and "backpackers" hostels have increased greatly to cater for the greater numbers of overland, multi-destination travelers (such as gap-year travelers[8], and rail-trippers).

The quality of such places has also improved dramatically. While a few hostels do still insist on a curfew, daytime lockouts, and/or require occupants to do chores, this is becoming a rare exception rather than the rule, as hostels adapt to meet the changing expectations of guests.

Hostelling International

Richard Schirrmann's idea of hostels rapidly spread overseas and eventually resulted in Hostelling International(HI), an organization composed of more than 90 different Youth Hostel associations representing over 4 500 Youth Hostels in over 80 countries.

Some HI Youth Hostels cater more to school-aged children (sometimes through school trips) and parents with their children, whereas others are more for travelers intent on learning new cultures. However, while the exploration of different cultures and places is emphasized in many hostels, particularly in cities or popular tourist destinations, there are still many hostels providing accommodation for outdoor pursuits such as hillwalking, climbing and bicycle touring; these are often small friendly hostels retaining much of the original vision and often provide valuable access to more remote regions.

Despite their name, in most countries membership is not limited to youth.



Independent Hostels

Independent hostels are not necessarily affiliated with one of the national bodies of Hostelling International, Youth Hostel Association or any other licensing body. Often, the word *independent* is used to refer to non-HI hostels even when the hostels do belong to another hostelling organization.

The term "youth" is less often used with these properties. These non-HI hostels are often called backpackers' hostels. Unlike a hotel chain where everything is standardized, these hostels can be very diverse, typically not requiring a membership card.

As the hostel industry evolves, independent hostels and HI hostels are becoming more similar, with the word "backpackers" also now applying to many Hostelling International hostels.

Boutique Hostels

The general backpacking community is no longer exclusively typified by student travelers and extreme shoe string budgets. In response to demand, as well as increasing competition between the rapidly growing number of hostels, the overall quality of hostels has improved across the industry. In addition to the increase in quality, new styles of hostels have developed that have a focus on a more trendy, design interior.

Mobile hostels

A mobile hostel is a hostel with no fixed location. It can exist in the form of a campsite, a temporary building, or a short term agreement in a permanent building. Mobile hostels most often sprout up at large festivals where there exists a shortage of budget accommodation. As with regular hostels, mobile hostels generally provide budget accommodation for backpackers or travelers on a shoe string budget. As long as there has been a hospitality industry there has been temporary or otherwise unconventional accommodation. Seasonal B&B's and opportunistic locals who offer their private dwellings during high season are examples of this. The first ever commercial example of a mobile hostel can be linked to Hostival. It has sprouted up at Oktoberfest, Carnival, San Fermin, Las Fallas, and the 2010 World Cup.

Industry Growth

The independent hostel industry is growing rapidly in many cities around the world, such as New York, Rome, Buenos Aires and Miami. This is reflected in the development and expansion of dozens of hostel chains worldwide. The recent eruption in independent hostels has been called "probably the single biggest news in the world of low-cost travel and very safe".

The development of independent backpackers hostels is a strong business model, with some cities reporting a higher average income per room for hostels than hotels. For example, in the city of Honolulu, Hawaii, upscale hotels are reportedly making $141 to $173 per room, while hostel

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rooms in the same city can bring in as much as $200 per night. Even during the 2008 economic crisis, many hostels are reporting increased occupancy numbers in a time when hotel bookings are down. Even as the city's hotel occupancy rate has fallen to 66 percent in February, from 81 percent in the same month last year, despite steep discounts, many youth hostels are reporting banner business.

Though in the past, hostels have been seen as low-quality accommodation for less wealthy travelers, at least one Australian study has shown that backpackers (who typically stay at hostels) spend more than non-backpackers, due to their longer stays. Backpackers make up as much as 10% of international visitors in Australia. In New Zealand, backpackers hostels had a 13.5% share of accommodation guest/nights in 2007.

Hostels in Popular Culture

Motion pictures have portrayed hostels in two ways: as fun places for young people to stay (for example, *The Journey of Jared Price*(9) and *A Map for Saturday*(10), or alternatively, as dangerous places where unsuspecting Americans face potential horrors in Eastern Europe. There are some popular misconceptions that a hostel is a kind of a flophouse, homeless shelter, or halfway house, though this does not reflect the high quality and level of professionalism in many modern hostels.

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Self Contained Facilities and Services

In attempts to attract more visitors hostels nowadays provide additional services not previously available, such as airport shuttle transfers, internet cafes, swimming pools and spas, tour booking and car rentals.

Words and Expressions

abbreviated	[ə'bri:vi,eitid]	*a.* 简短的，小型的
alternatively	[ɔ:l'tə:nətivli]	*ad.* 非此即彼，二者择一地
bail	[beil]	*n.* 保释，保释人
Budapest	['bju:dəpest]	*n.* 布达佩斯
communal	['kɔmjunəl]	*a.* 公共的，公社的
curfew	['kə:fju:]	*n.* 宵禁，宵禁令
diverse	[dai'və:s]	*a.* 不同的，多种多样的
dramatically	[drə'mætikəli]	*ad.* 戏剧性地，引人注目地
defendant	[di'fendənt]	*n.* 被告
earplug	['iəplʌg]	*n.* 耳塞
exponent	[ik'spəunənt]	*n.* 典型，说明者
exclusively	[ik'sklu:sivli]	*ad.* 唯一地，专有地

formality	[fɔː 'mæliti]	*n.*	礼节，正式手续
format	['fɔːmæt]	*n.*	格式，版式
flophouse	['flɔphaus]	*n.*	廉价的低级住所或旅馆
hostel	['hɔstəl]	*n.*	青年旅社
ideology	[ˌaidi'ɔlədʒi]	*n.*	意识形态，思想意识
lounge	[laundʒ]	*n.*	休息室
lockout	['lɔkaut]	*n.*	停工
mitigate	['mitigeit]	*v.*	使缓和，使减轻
overland	['əuvəlænd]	*a.*	陆上的，经由陆路的
privacy	['praivəsi]	*n.*	隐私，秘密
permanent	['pəːmənənt]	*a.*	永久的，永恒的
premise	['premiz]	*v.*	引出，预先提出
proximity	[prɔk'simiti]	*n.*	亲近，接近
socialize	['səuʃəlaiz]	*v.*	交际，参与社交
snore	[snɔː]	*v.*	打鼾
scheme	[skiːm]	*n.*	计划，组合
sustain	[sə'stein]	*v.*	维持，支撑
shuttle	['ʃʌtl]	*n.*	穿梭班机
spa	[spɑː]	*n.*	温泉浴场
tendency	['tendənsi]	*n.*	倾向，趋势
bunk bed			双层床
multi-destination			多目标
washing up			洗餐具
budget oriented			预算导向型
boutique hostel			精品旅馆
self-catered			不包餐

Notes

(1) Housing Associations and charities：住房协会和慈善机构。

(2) Hostelling International：国际青年旅社，成立于 1932 年，是联合国教科文组织成员，总部目前设在英国，并注册为一家非营利性机构。

(3) IYHA：国际青年旅社联盟。International Youth Hostel Association，简称 IYHA，成立于 1932 年，是联合国教科文组织成员，总部目前在英国，并注册为一家非营利性机构。

(4) Altena Castle：阿尔特纳城堡。

(5) German Youth Movement：德国青年运动。

(6) en-suite accommodation：套间宿舍。

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(7) double or quad occupancy rooms：双人或四人住的房间。
(8) gap-year travellers：空档年旅行者。
(9) *The Journey of Jared Price*：2000 年上映的美国电影《发现爱的旅程》。
(10) *A Map for Saturday*：自助旅行的纪录片《星期六的地图》。讲述一个住在纽约 HBO 体育节目制作人突然决定离开工作，用一年的时间当背包客到世界各国自助旅行。

PART Ⅱ DIALOGUE

Dialogue 1 Reserving a Room

G=guest(客人) A=attendant(服务员)

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G：Have you any vacant rooms?
A：Yes, sir. What kind of room would you want?
G：A single room with a bath. I'd prefer a room facing south, on the second floor.
A：Good. We have a room available.
G：What's the price?
A：280 RMB, but we don't do lunch.
G：Fine, I'll take it. Oh, by the way, would it be convenient to see the room now?
A：Of course. This way, please. This is the second floor. Here is your room.
G：Oh, this room is a little too dark. Are there any other rooms?
A：I'm afraid we haven't the same sort of room. They are all occupied.
G：Do you mean you still have some other sort of rooms?
A：Yes, but there are no bathroom and heating in those rooms, besides, they are on the top floor.
G：I don't mind that. Does it face south?
A：Yes, it's much brighter.
G：Can you show me the room?
A：Certainly. Would you like to follow me?
G：Fine.
A：Here we are.
G：This room is better. How much is this room?
A：250 RMB for this room.
G：Good. I'll take this one.
G：有空房吗?
A：有的，先生。你要什么样的房间?
G：一个带浴室的单人房间，最好是二楼的南向房间。
A：好的，我们有一间。
G：价格是多少?
A：280 元人民币，但不包括午餐。

G：行，我要一间。嗯，顺便问下，现在去看一下房间方便吗？
A：当然可以。这边请。这是二楼，你的房间是这间。
G：噢，这房间太暗了，还有其他房间吗？
A：这种房间恐怕没有了，都住满了。
G：你是说还有别的样子的房间？
A：是的，但那些房间不带浴室和暖气，而且在顶层。
G：这我不介意，朝南吗？
A：是的，光线要好多了。
G：你能带我去看一下吗？
A：当然可以，请随我来好吗？
G：可以。
A：这就是。
G：这个房间好多了。价格是多少？
A：这间 250 元。
G：行，我要这间。

Word Service Station

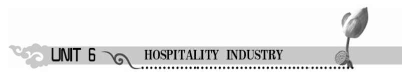
confirm	确认	single	单一的
record	记录	vacant	空的
convenient	方便的	occupy	占有

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Dialogue 2　Arranging the Luggage

B=bellman(行李员)　S=Susan(苏珊)

B：Good morning, madam. I’m your bellman. I’ll get the baggage up to your room.
S：Thank you very much.
B：Are these three pieces all yours?
S：Yes.
B：Let me carry them for you.
S：Thanks. I can take this briefcase.
B：Oh, leave it to me. I’ll do that for you. This way, please. Here we are. Please take this elevator to the seventh floor. The floor attendant will meet you at your elevator entrance there and show you to Room 720. I’ll take the baggage elevator and get your baggage up to your rom.
S：Very good. See you then.
B：See you in a minute.
B：早上好，夫人。我是行李员。我会把行李送到您的房间去的。
S：非常感谢。
B：这 3 件行李都是您的吗？
S：是的。



B：让我来搬。

S：谢谢。我可以拿这个手提箱。

B：哦，我来吧。我会替您搬的。请走这边。我们到了。请乘这部电梯上七楼。楼层服务员会在电梯门口迎接您，领您到 720 房间的。我乘行李电梯，把您的行李送到房间去。

S：很好。一会见。

B：一会见。

PART Ⅲ TOURISM LINK：RESERVATION APPLICATION FORM

<table>
<tr><th colspan="4">RESERVATION APPLICATION</th></tr>
<tr><td colspan="4">DATE APPLIED NEWBOOKING CANCELLATION AMENDMENT ONWATING LIST</td></tr>
<tr><td rowspan="3">GUEST NAME
COMPANY
TITLE</td><td colspan="3">ARRIVAL DEPARTURE
MM/DD/YY MM/DD/YY</td></tr>
<tr><td colspan="3">TRANSPORTATION ARRANGEMENT</td></tr>
<tr><td colspan="3">FLIGHT
ETA: ETD:</td></tr>
<tr><td colspan="2">TRPE OF ACCOMMODATION REQUIRED</td><td colspan="2">RATE SPECIAL DISCOUNT
CORPORATE DISCOUNT
TRAVEL AGENT DISCOUNT
AIRLINE DISCOUNT</td></tr>
<tr><td colspan="4">PERSON</td></tr>
<tr><td colspan="4">FIRM/TRAVEL AGENCY PAYMENT INSTRUCTION</td></tr>
<tr><td>NAME OF APPLICANT</td><td colspan="2">A/C NO</td><td rowspan="4">REMARKS/SPECIAL INSTRUCTIONS</td></tr>
<tr><td>PHONE NUMBER</td><td colspan="2">FAX NUMBER</td></tr>
<tr><td>RECEIVED BY</td><td colspan="2">RECONFIRMED BY</td></tr>
<tr><td colspan="3">APPROVED BY</td></tr>
<tr><td colspan="4">Please note that reservations are held until 6 pm unless arrival details are notified.</td></tr>
</table>

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PART Ⅳ GOOD TO KNOW：MAINTENANCE AND SAFETY

备用发动机	backup generator	木工活	carpentry



中央暖气系统	central heating system	灭火器	extinguisher
灭火系统	fire fighting network	补偿，赔偿	indemnity
灯光装置	lighting fixtures	技术等级	mechanical rating
定期地	on a regular schedule	性能	performance
重新油漆	repainting	焊接	steel welding
磨损	wear	故障	breakdown
(门窗的)插销	deadbolt	消防通道	fire exit
室内陈设	furnishings	基础设施	infrastructure
润滑油，润滑	lubrication	微调	minor adjustment
管道系统	plumbing system	替换	replacement
不能使用	out of service	水电煤等能源	utility
中央空调系统	central air conditioning system		
现有的标准	the established standards		

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PART Ⅴ EXERCISES

I. Listening Comprehension.

Hostel

For a hundred years after the first youth hostel was created, do such establishments have a part to play in the 21st century? After all one of the __1__ images is of big draughty rooms that you have to share with snoring __2__, while being ordered to do the chores and forgo many of life's little luxuries.

A person who travels around and stays in __3__ hostels is a youth hosteller. Here's one youth hosteller with her reasons.

- "It's good value as well, it's not just that they're __4__, although nowadays you're paying ₤10 to ₤15 most nights, it's hot showers, and good __5__ room facilities, good kitchen facilities. And most of the hostels I've stayed at have been very well kitted out."

Now this youth hosteller has been youth hostelling for 13 years. Her father did it before her and her __6__ did it before the Second World War.

- "I've been hostelling, I think for about 13 years and my dad __7__ did it before that and my grandfather, he was certainly youth hostelling before the Second World War, back in the days when you weren't allowed to turn up any way other than on foot and by bike. There was no __8__ in the hostel and you had to do your chores before you were allowed out in the morning."

Here's another youth hosteller.

- "They're a bit more swish than they used to be—we used to have to do chores and the wardens would make you clean the __9__, sweep the dormitories or whatever, and there's none of that anymore."

So youth hostels are changing. Here's Duncan Simpson from the YHA, the Youth Hostelling Association.

- If you look at the movement for society, people have looked for more and more __10__ and, to a degree, more comfort. And we need to reflect that and meet what people are looking for.

II. Put the following into Chinese.

1. itinerary ____________________
2. travel arrangements ____________________
3. sightseeing tour ____________________
4. travel agency ____________________
5. package tour ____________________
6. place of interest ____________________
7. communication skills ____________________
8. Tian'anmen Square ____________________
9. Forbidden City ____________________
10. schedule ____________________

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III. Fill in the blanks with words given below, and make some changes if necessary.

withstand	edible	decadent	authentic	texture
exceptional	mingled	ingredient	exquisite	device

1. They could not ____ the fierceness of attack those soldiers.
2. The little boy showed ____ bravery in face of danger.
3. Can you tell me if these berries are ____?
4. She accepted the money with ____ feelings.
5. Many conservatives in the early 1900s thought impressionistic art was ____.
6. There is a list of ____ in the side of the packet.
7. The girl came up with a set of ____ stamps.
8. Is that a(n) ____ painting or a copy?
9. Testing yourself through the use of computers is a useful ____ for studying.
10. The range of color, pattern and ____ is wide enough to suit every one's needs and taste.

IV. Reading Comprehension.

"Green" Hotels and "Green" Hotels Association

Hotels are extremely large-volume users of water, detergent, cleanser and other chemicals that can be detrimental to our environment, and hotel managers must be aware of the hotel's impact on

our life resource. “Green” Hotels are eco-friendly whose managers are eager to institute programs that save water, save energy and reduce solid waste while saving money to help PROTECT OUR ONE AND ONLY EARTH! These hotels include any hotels, motels, and inns, but have to be certified green b an independent third-party or by the state they are located in.

“Green” Hotels Association is an organization that enjoys high reputation in the lodging industry, created by Patricia Griffin in 1993. The goal of this association is to reduce the amount of energy and water consumed by the lodging industry. GHA provides hotels around the world with easy access to environmentally friendly products and ideas. “Green” Hotels Association is also interested in reducing the amount of solid waste produced by the lodging industry. Managers can add their hotel to the growing list of “Green” Hotels Association’s members by simply paying an annual membership fee of one dollar per room. Members receive a book consisting of over 85 pages listing different ways to save energy and cut back on waste. The eco-friendly products and ideas are always updated and informed by GHA. The hotel’s name is also placed on GHA’s website, www.greenhotels.com.

Two of the most popular products provides by GHA are the printed towel rack hanger and sheet-changing cards. The towel-rack hanger card encourages guests to use towels more than once, and says “Please decide for yourself”. Towels on the rack mean “I’ll use it again”. “Towels on the floor or in the tub mean “ Please exchange”. The sheet-changing card says, “Sheets are customarily changed daily, but if you feel that this is unnecessary, leave this card on your pillow in the morning, and your sheets will not be changed that day”.

Hotels can save significantly by utilizing these cards. GHA reports that hotels can save approximately $1.50 per day per occupied room by using these two products. Guests who decide to use these cards help to reduce the amount of water, detergent, labor, and utilities used by a hotel in a given day. Many guests eagerly participate in their hotel’s green program because they want to help protect the beautiful destination they are visiting. Very few people wash their linens and towels daily at home, and it is time that we recognize doing this in hotels is unnecessary and wasteful.

By using GHA’s towel rack hangers and sheet-changing cards hoteliers are taking the first step toward keeping our earth green.

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1. Text your vocabulary for “Green” Hotels.(Fill in the blanks with words from the box.)

bulk	recycler baskets	encourage	low-flow
sheets	replace	lower	eco-friendly
recycling bins	turn off	unoccupied	leftover
towels	minimize	glass	

This passage lists sustainable practices that hotels can implement to keep hotels green.

(1) Start a linen (both ____ and ____) reuse program in all guest rooms.

(2) Install ____ showerheads that can save water.

(3) Whenever possible, buy food and guest amenities in ____ (i.e. use refillable hair and skin shampoo).

(4) Educate your staff to ____ lights and turn down heating/air conditioning when rooms are ____.

(5) Provide guestroom ____ for newspaper, white paper, glass, aluminum, cardboard and plastic.

(6) Provide ____ both in public areas, in the kitchen, and in the back office to make recycling as easy as possible.

(7) Install window film to ____ heating and cooling loads and reduce glare in guestrooms.

(8) Use recycled paper products. ____ the amount of paper used for each guest (i.e. reduce paper size of invoices, etc.).

(9) Provide ____ cups and ceramic mugs (instead of plastic) for in-room beverages.

(10) Create an incentive program to ____ your staff to participate in and improve upon ____ practices.

(11) Donate ____ guest amenities, old furniture and appliances to charities.

(12) ____ regular light bulbs with energy-efficient bulbs.

2. Choose the best answer.

(1) If you've never been to this city, you should take a look at our____.
[A] menu [B] brochures [C] front desk [D] inn

(2) We do not have a ____service. You'll have to park your car yourself.
[A] room [B] dinner [C] laundry [D] valet

(3) The room has a pull ____couch, so it will sleep an extra person.
[A] off [B] over [C] out [D] on

(4) We don't have any vacancies. We are completely____.
[A] vacant [B] booked [C] complimentary [D] closed

(5) After your long conference you can relax in the____.
[A] kitchenette [B] parking lot [C] hot tub [D] front desk

(6) I'll call housekeeping and ask them to bring you some fresh____.
[A] milk [B] dinner [C] linen [D] ice

(7) If you need to do your workout we have a____ on the third floor.
[A] weight [B] restaurant [C] library [D] telephone

(8) I'll let you voice your complaint about the rate to the____.
[A] housekeeper [B] valet driver
[C] hotel manager [D] chef

(9) Please put your used____ in the basket and leave unused ones hanging on the rack.
[A] dishes [B] towels [C] menus [D] keys

(10) If you need a midnight snack there's a____ machine full of potato chips on your floor.
[A] bellboy [B] kitchenette [C] cot [D] vending

V. Translate the following sentences into Chinese. They are underlined in the texts.

1. The old-fashioned inns, however, did provide food and shelter for both men and horses and therefore became a symbol for hospitality.

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2. Innkeepers in London increased services, maintained standards of cleanliness, and at least to some extent, catered to guests.
3. Offering low-cost and clean accommodations with adjacent parking facilities for cars, motels enjoyed great popularity with the traveling public.
4. However, the annual increase of hotels and rooms often exceeded the increases of inbound travelers and domestic tourists.
5. To date, overseas involvement in China's hotel business, although encouraged and even supported by the government, has still been much under government control.

VI. Writing.

Introduce a hotel, the following should be considered.

1. The hotel's location, public transportation surrounded.
2. The hotel's star rating, e.g. hotel's capacity.
3. Facilities of the hotel, e.g. recreational facilities.

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UNIT 7　EVENT PLANNING

PART Ⅰ　TEXT

Text A　Carnival Corporation

Carnival Corporation[(1)] in terms of passengers carried, revenues generated, and available capacity, is the largest cruise line in the world and considered the leader and innovator in the cruise travel industry. Carnival has grown from two converted ocean liners to an organization with two cruise divisions and a chain of Alaskan hotels and tour coaches. Corporate revenues for fiscal 1999 reached $3.49 billion, with net income from operations of $1.07 billion. Carnival has several "firsts" in the cruise industry—over one million passengers carried in a single year and five million total passengers by fiscal 1994. Currently, its market share of the cruise travel industry stands at approximately 34 percent overall.

Carnival Corporation CEO and chairman, Micky Arison, and Carnival Cruise Lines president, Bob Dickinson, are prepared to maintain their reputation as leaders and innovators in the industry. They have assembled one of the newest fleets catering to travelers with the introduction of several super liners built specifically for the Caribbean and Alaskan cruise markets, and expect to invest over $3.0 billion in new ships by the year 2002. Additionally, the company has expanded its Holland American Lines fleet to cater to more established travelers and plans to add three of the new ships to their fleet in the premium cruise segment. Strategically, Carnival Corporation seems to have made the right moves at the right time, sometimes in direct contradiction to industry analysts and trends.

Carnival passenger capacity in 1991 was 17 973 berths and increased to 43 819 by the end of fiscal 1999. Additional capacity will be added with the delivery of several new cruise ships already on order. By the summer of 2002, the company expects to have some 56 858 passenger capacity, a 44.1 percent growth over 1998. Even with the growth in the cruise industry, the company believes that cruises represent only 2 percent of the North American vacation market, defined as persons who travel for leisure purposes on trips of three nights or longer, involving at least one night's stay in a hotel. Carnival Corporation believes that only 9 percent of the North American population has ever cruised. Various cruise operators, including Carnival Corporation, have based their expansion and capital spending programs on the possibility of capturing part of the 93 percent of the North American population who have yet to take a cruise vacation.

Mickey Arison envisioned the classical cruise elegance along with modern convenience at a price comparably to land-based vacation packages sold by travel agents. Carnival's all-inclusive package, when compared to resorts or a theme park such as Walt Disney World, often is priced below these destinations, especially when the array of activities, entertainment, and meals are considered.

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A typical vacation on a Carnival cruise ship starts when luggage is tagged for the ship at the airport. Upon arriving at the port of embarkation, passengers are ferried by air-conditioned buses to the ship for boarding, and luggage is delivered by the cruise ship staff to the passenger's cabin. Waiters dot the ship, offering tropical drinks to the backdrop of a Caribbean rhythm, while the cruise staff orients passengers to the various decks, cabins, and public rooms. In a few hours (most ships sail in the early morning), dinner is served in the main dining rooms, in which the wide selection rivals that of the finest restaurants, and the variety of main dishes are designed to suit every palate. Diners can always order double portions if they decide not to save room for the variety of desserts and after-dinner specialties.

After dinner, cruisers can choose between many forms of entertainment, including live music, dancing, nightclubs, and a selection of movies, or they can sleep through the midnight buffet until breakfast. (Most ships have five or more distinct nightclubs.) During the night, a daily program of activities arrives at the passengers' cabins. The biggest decisions to be made for the duration of the vacation will be what to do (or not to do), what to eat and when (usually eight separate serving times not including the 24-hour room service), and when to sleep. Service in all areas from dining to housekeeping is upscale and immediate. The service is so good that a common shipboard joke says that if you leave your bed during the night to visit the head (sea talk for bathroom), your cabin steward will have made the bed and placed chocolates on the pillow by the time you return.

After the cruise, passengers are transported back to the airport in air-conditioned buses for the flight home. Representatives of the cruise line are on hand at the airport to help cruisers in meeting their scheduled flights. When all amenities are considered, most vacation packages would be hard pressed to match Carnival's per-diem prices[2] that range from $112 to $250 per person per day, depending on accommodations. Occasional specials allow for even lower prices, and special suite accommodations can be had for an additional payment.

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Carnival Corporation, headquartered in Miami, is composed of Carnival Cruise Lines, Holland American Lines (which includes Windstar Sail as a subsidiary), Holland American Westours, Westmark Hotels, Airtours, Costa, Seabourn, Gay line of Alaska and Seattle, and the newly created Cunard Line Limited. At its helm, Carnival Corporation is led by CEO and chairman of the board Micky Arison and Carnival Cruise Lines president and COO Bob Dickinson.

The company's product positioning stems from its belief that the cruise market is actually comprised of three primary segments with different passenger demographics, passenger characteristics, and growth requirements. The three segments are the contemporary, premium, and luxury segments. The contemporary segment is served by Carnival ships for cruises that are seven days for shorter in length and feature a casual ambiance. The premium segment, served by Holland America, serves the seven-day and longer market and appeals to more affluent consumers. The luxury segment, although considerably smaller than the other segments, caters to

experienced cruisers for seven-day and longer sailings and is served by Seabourn. Specialty sailing cruises are provided by Windstar Sail Cruises, a subsidiary of Holland America.

Corporate structure is built around the profit-center concept and is updated periodically when needed for control and coordination purposes. The cruise subsidiaries of Carnival give the corporation a presence in most of the major cruise segments and provides for worldwide operations.

Carnival has always placed a high priority on marketing in an attempt to promote cruises as alternatives to land-based vacations. It wants customers to know that the ship itself is the destination, and the ports of call are important, but secondary, to the cruise experience. Education and the creation of awareness are critical to corporate marketing efforts. Carnival was the first cruise line to successfully break away from traditional print media and use television to reach a broader market. Even though other lines have followed Carnival's lead in selecting promotional media and are near in total advertising expenditures, the organization still leads all cruise competitors in advertising and marketing expenditures.

Carnival wants to remain the leader and innovator in the cruise industry and intends to do this with sophisticated promotional efforts and by gaining loyalty from former cruisers, by refurbishing ships, varying activities and ports of call, and being innovative in all aspects of ship operations. Management intends to build on the theme of the ship as a destination, given their historical success with this promotional effort. The company capitalizes and amortizes direct-response advertising and expenses other advertising costs as incurred. Advertising expense totaled $142 million in 1998, $112 million in 1997, $109 million in 1995, and $85 million in 1994.

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Carnival's management will have to continue to monitor several strategic factors and issues for the next few years. The industry itself should see further consolidation through mergers and buyouts, and the expansion of the industry could negatively affect the profitability of various cruise operators. Another factor of concern to management is how to reach the large North American market, of which only 5 percent to 7 percent has ever taken a cruise.

With the industry maturing, cruise competitors have become more sophisticated in their marketing efforts, and price competition is the norm in most cruise segments. With competition intensifying, industry observers believe the failures, mergers, buyouts, and strategic alliances will increase. The increasing industry capacity is also a source concern to cruise operators. The slow growth in industry demand is occurring during a period when industry berth capacity continues to grow. The danger lies in cruise operators using the "price" weapon in their marketing campaigns to fill cabins. If cruise operators cannot make a reasonable return on investment, operating costs will have to be reduced (affecting quality of services) to remain profitable. This will increase the likelihood of further industry acquisitions, mergers, and consolidations. A worse-case scenario would be the financial failure of weaker lines.

Still, Carnival's management believes that demand should increase well into the 2000s. Considering that only 5 percent to 7 percent of the North American market has taken a cruise vacation, reaching more of the North American target market would improve industry

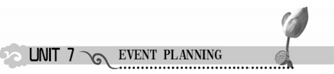


profitability. Industry analysts state the problem is that an “assessment of market potential” is only an “educated guess”; and wonder if the current demand figures are reflective of the future.

Words and Expressions

acquisition	[ˌækwi'ziʃən]	*n.*	获得物，获得
amenity	[ə'mi:nəti]	*n.*	舒适，便利设施
ambiance	['æmbiəns]	*n.*	气氛，周围环境
amortizes	[ə'mɔ:taiz]	*v.*	分期偿还
affluent	['æfluənt]	*a.*	富裕的，丰富的
approximately	[ə'prɔksimitli]	*ad.*	大约，近似地；近于
assemble	[ə'sembl]	*v.*	集合，聚集
backdrop	['bæk,drɔp]	*n.*	背景
berth	[bə:θ]	*v.*	使……停泊，为……提供铺位
cabin	['kæbin]	*n.*	小屋，客舱，船舱
catering	['keitəriŋ]	*n.*	提供饮食及服务
Caribbean	[kæri'bi(:)ən]	*a.*	加勒比人的
capacity	[kə'pæsəti]	*n.*	能力，容量
consolidation	[kənˌsɔli'deiʃən]	*n.*	巩固，合并，团结
convert	[kən'və:t]	*v.*	使转变，转换
cruise	[kru:z]	*v.*	巡航，巡游
contradiction	[ˌkɔntrə'dikʃən]	*n.*	矛盾，否认
demographics	[ˌdemə'græfiks]	*n.*	人口统计资料
division	[di'viʒən]	*n.*	部门，分割
deck	[dek]	*n.*	甲板，行李仓
envision	[in'viʒən]	*v.*	想象，预想
embarkation	[ɛmbɑr'keʃən]	*n.*	乘坐
expenditure	[iks'penditʃə]	*n.*	支出，花费
fiscal	[fiskəl]	*a.*	会计的，财政的；国库的
fleet	[fli:t]	*a.*	快速的，敏捷的
ferried	['feri]	*v.*	(乘渡船)渡过
innovator	['inəuveitə]	*n.*	改革者，创新者
incur	[in'kə:]	*v.*	招致，引发，蒙受
merger	['mə:dʒə]	*n.*	(企业等的)合并，并购
palate	['pælət]	*n.*	味觉，趣味，上腭
premium	['pri:miəm]	*n.*	保险费，额外费用，奖金
refurbish	[ˌri:'fə:biʃ]	*v.*	重新整理
revenues	['revənju]	*n.*	税收，国家的收入

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rival ['raivəl] *n.* 对手，竞争者
scenario [si'nɑːriəu] *n.* 方案，情节，剧本
strategically [strə'tiːdʒikəli] *ad.* 战略性地，战略上
segment ['segmənt] *v.* 分割
steward ['stjuːəd, 'stjuəd] *n.* 管家，乘务员
stem [stem] *n.* 茎，船首
subsidiary [səb'sidiəri] *n.* 子公司，辅助者
tropical ['trɔpikəl] *a.* 热带的

Notes

(1) Carnival Corporation：嘉年华公司，指美国上市公司嘉年华邮轮集团。该集团成立于 1972 年，总部在美国佛罗里达州的迈阿密市。其下属公司有公主邮轮(Princess Cruises)，荷美邮轮(Holland America)、哥斯达邮轮(Costa Cruise Line)、冠达邮轮(Cunard Line)。嘉年华邮轮集团现有将近 30 艘 8 万～12 万吨大型豪华邮轮，这也是现今为止最为庞大的豪华邮轮船队。船队全年在欧洲、加勒比海、地中海、墨西哥、巴哈马航行运营；而季节性航线则有阿拉斯加、夏威夷、巴拿马运河、加拿大海域航线等。其船队优势在于它多样化的休闲设施，装潢新颖、宽敞的客舱。邮轮上的秀场节目与娱乐设施应有尽有，让旅客在船上宛如天天参加嘉年华盛会。

(2) per-diem prices：每日价格。

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Text B　Security Management in the Convention Center

As our earth community enters the new millennium, the risks of terrorist attacks, extremist demonstrations and the like becomes even frequent, so the security is very important to the convention and exhibition centre where crowds of elites gather.

The venue's Security Services team provides experienced professional security personnel for the exhibition and convention industry. The team consists of highly trained, fully accredited staff with an intimate knowledge of the Centre, making them the most appropriate choice for your security needs.

Our Security Services unit also uses the latest technology to ensure maximum effectiveness.

Facilities and Services

The Convention and Exhibition Centre's Security Services offer services in the following areas.

- Risk minimization and asset protection.
- Security risk assessment(1) reports & management plans for events.
- Access control(2).
- First aid response.
- Security Control Room.
- Occupational health and safety audits.

- Incident reporting and follow up.
- Emergency response and evacuation procedures.
- Cash handling procedures and escorts.
- VIP protection.
- Liaison with authorities, law enforcement agencies and emergency services.
- Investigations and assessments.
- Traffic control.
- Crowd control[3].

The facility boasts modern, sophisticated security technology including:

- A fully equipped security control room.
- A state-of-the-art radio communication system.
- More than 100 cameras and a video recording facility.
- An access control system.
- Alarmed doors.
- Fire detection systems.

Through their expertise, the Security Services team offers each client.

Confidence

The Centre's in-house security team maintains a 24-hour professional and discreet security presence to ensure that guests feel secure at all times. The safety of our guests and the protection of valuable items is our primary concern.

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Knowledge

Centre Security is aware of all the events taking place in our venue at any time and can anticipate the impact these may have on your security needs.

Our highly trained and fully accredited personnel provide discreet, effective security services and can accommodate any security issue.

Professionalism

Our security arrangements are tailored to meet your needs. Considerable investment in the latest security equipment and training ensures that every contingency is covered.

Further more, the security supervisors at the Centre have been granted special constable status to assist in enforcing the laws relevant to the Centre.

Experience

Centre security has operational and planning experience in all aspects of security. <u>The team has developed a reputation for excellence in security management, delivering services for every type of event—from exhibitions to functions for visiting dignitaries such as world leaders and royalty.</u>

Over the years, the Centre's Security team has worked with appropriate authorities to develop risk management plans for a number of high profile events such as the 2000 Sydney Olympic Games and the high security Australian Defense Conference and Exhibition, Pacific 2004.

Please contact your Event Manager for further information about the security services available for your next event.

Traffic Management

Event-related traffic, both in the Exhibition Centre loading dock and public roads, is managed by the Centre's Security department in order to minimize traffic risks that could affect the public, exhibitors, contractors, clients and key precinct stakeholders.

By overseeing this process in-house the Centre is able to:

- Control and manage the flow of vehicular traffic both in and out of the centre.
- Communicate event conflicts to clients.
- Allow sufficient time to roster and implement traffic management plans prior to events.
- Provide qualified Centre security personnel to address the heavy traffic associated with events.

All Dock Traffic Controllers supplied by the Centre are licensed by the Roads and Traffic Authority to conduct traffic control.

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Words and Expressions

access ['ækses] *v.* 使用，接近
asset ['æset] *n.* 资产，优点
accredited [ə'kreditid] *a.* 被认可的
boast [bəust] *v.* 夸口，自吹自擂
confidence ['kɔnfidəns] *n.* 秘密，信任
contingency [kən'tindʒənsi] *n.* 偶然，意外开支
constable ['kʌnstəbl] *n.* 治安官，警官，巡官
dignitary ['dignitəri] *n.* 高贵的人，高官
discreet [dis'kri:t] *a.* 谨慎的，小心的
dock [dɔk] *n.* 码头，船坞
evacuation [iˌvækju'eiʃən] *n.* 撤离，疏散
escort [is'kɔ:t] *v.* 护卫，护送
extremist [ik'stri:mist] *n.* 极端主义者
elite [ei'li:t] *n.* 精英
grant [grɑ:nt] *v.* 授予，承认
incident ['insidənt] *n.* 事件
liaison [li:'eizən] *n.* 联络



license	['laisəns]	*n.* 执照，许可证，特许
Millennium	[mi'leniəm]	*n.* 千年期，千禧年
precinct	['pri:siŋkt]	*n.* 选区，管理区
profile	['prəufail]	*n.* 侧面，轮廓
roster	['rəustə]	*n.* 值勤表，花名册
sophisticated	[sə'fistikeitid]	*a.* 久经世故的，富有经验的
supervisor	['sju:pəvaizə]	*n.* 监督人
venue	['venju:]	*n.* 管辖地
state-of-the-art		*a.* 最先进的，已经发展的，达到最高水准的

Notes

(1) security risk assessment：安全风险评估。

(2) access control：门禁控制。

(3) crowd control：骚乱群体控制。

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PART Ⅱ DIALOGUE

Dialogue 1 Tidying the Room

A=attendant(服务员) B=Mrs. Black(布莱克夫人) M=Mr. Black(布莱克先生)

(The room attendant with a trolley meets the Blacks in the corridor.)

A：Good morning, Mr. and Mrs. Blacks. May I come through, please?

B：Good morning. It's almost 11 o'clock, and our room isn't been made up yet.

A：I'm so sorry, madam. I was just coming along to your room. I'll be there as soon as I finish this one.

B：Really? Could you do our room first next time? We always seem to be the last.

A: Well. I have a section of fourteen rooms, and I always do the check-out rooms first unless there is a request.

M：Check-out rooms? What are they? Do you mean that the people who go out early get their rooms done first? If that is so, we were out 7:30 this morning.

A：A check-out room means a room which is being vacated at the end of a guest's stay. We have to get the room ready for reservations again by the front desk.

M：Well, we would like to take a nap after lunch.

A：Yes, I see. Your room will be ready in half an hour, Mr. and Mrs. Black.

B：Can you do this for us every day?

A：Certainly, Mrs. Black. We always try to have rooms made up early on request. Just let us know what you need.

B：Good. We do appreciate the favor of your putting our room first.

A：My pleasure. I hope you are enjoying your stay with us.

(客房服务员推着手推车遇见了走廊里的布莱克夫妇。)

A：早上好，布莱克先生、布莱克夫人，我可以过去吗？

B：早上好。快 11 点钟了，我们的房间还没有收拾。

A：对不起，夫人。我正要去你们的房间，一打扫完这间我就去。

B：是吗？下次能不能先打扫我们的？我们的房间好像总是最后一个打扫。

A：哦，我有 14 间房要打扫。我总是先清扫人走后空着的房间，除非有什么要求。

M：人走后空着的房间是什么意思？你是说你先收拾那些人早些出去的房间？如果是那样，我们今天早上 7:30 就出去了。

A：人走后空着的房间是指客人不再住了，房间在腾空。我们必须把这样的房间准备好，好让前台再安排客人入住。

M：嗯，午饭后我们想睡一会觉。

A：我知道了，布莱克先生、布莱克夫人，你们的房间半个小时后会收拾好。

B：你能不能每天都这样呢？

A：可以，布莱克夫人。我们总是尽力按要求早收拾房间。需要什么的话，尽管告诉我们。

B：好的，我们确实要谢谢你把我们的房间先收拾了。

A：我很乐意。希望你们住得愉快。

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Word Service Station

cozy	舒适的，惬意的	tidy up	整理
mess	杂乱，脏乱	hairdryer	电吹风

Dialogue 2　Laundry Service

L=Louise(路易斯)　　A=attendant(服务员)

L：I'd like to ask the laundry service.

A：Well, just put your stuff in the laundry bag and put it outside your room.

L：How soon can I have them back?

A：Usually in a day. If you give it in the morning, maybe you'll get it by evening.

L：How much is it?

A：The rate chart is contained in the stationery folder in your dresser's drawer.

L：Oh, I see. Well, would you please send someone to Room 511 to pick up some laundry for me?

A：Yes, sir. The chambermaid will be there in a few minutes.

L：Thank you.

A：You are welcome.

L：麻烦你替我把衣服拿去洗一下。

A：好的，请把衣服放到洗衣袋内，然后把衣服袋放到门外。
L：大概要多久才能洗好？
A：通常一天就可以洗好。如果你早上拿出来洗的话，或许傍晚就可以拿回来。
L：洗衣价格是多少？
A：价格表在梳妆台抽屉里的信件夹里。
L：哦，我知道了。嗯，你能派人到 511 房间来把我要洗的衣服拿走吗？
A：可以，先生。一会儿服务员就会去。
L：谢谢你。
A：不客气。

Word Service Station

laundering 洗烫
unstitch 拆线
sew 缝
stationery 文具，信笺
chambermaid 女服务员
colorfast 不褪色的

PART Ⅲ TOURISM LINK: CONFERENCE AND BANQUET

Conference Room Rental

Conference Room	Area(m^2)	Half Day Rental (4 hours)	Full Day Rental (8 hours)	24 hours
R1	28	$180	$330	$520
R2	48	$240	$450	$650
R3	43	$220	$400	$600
VIP Room	68	$300	$550	$850
Multi-function Room	115	$420	$800	$1 150

Meeting Package

	Full Day	Half Day
Price	$ 35/person	$30/person
Inclusions	Use of meeting room for 8 hours	Use of meeting room for 4 hours
	2 Coffee & Tea breakfast	1 Coffee & Tea breakfast
	Basic Meeting Facilities	
	Buffet Lunch	
	10% Discount on Food and Beverage	
Remarks	The above prices are applicable for a meeting of minimum of 10 persons	
	The above prices are subject to 15% service charge	
	$70 net will be charge for any additional hour for use of the Multi-function Room	

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PART Ⅳ GOOD TO KNOW: HOUSEKEEPING

烟灰缸	ashtray	床头灯	beside lamp
落地灯	floor lamp	壁灯	wall lamp
枕套	pillowcase	被子	quilt
枕头	pillow	吸尘器	vacuum cleaner
马桶	toilet	盥洗池	wash basin
浴盆	bath tub	清洁剂	detergent
电吹风	hair-dryer	衣架	clothes-hanger
电熨斗	electric iron	折叠床	rollaway
变压器	transformer	公共区域	public area
照看婴儿服务	baby-sitting service	免费	complimentary
洗烫服务	valet service	外线电话	outside call
客房送餐服务	room service	洗衣部	laundry section
占用脏房	occupied dirty	坏房	out of order
空脏房	vacant dirty	空净房	vacant ready
占用房	occupied room		

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PART Ⅴ EXERCISES

I. Listening Comprehension.

We've all been bored from time to time. Sometimes, when we're really at loose ends, we might even say we're "bored to death" or "so bored I could die"!

We don't really mean it, of course.

But according to one study, it may be true. That is, it seems possible literally to be bored to __1__. Researchers in England looked at surveys done in the mid 1980s—several thousand questionnaires __2__ out by London civil servants about their jobs.

The researchers found that those who'd said that in the __3__ month they were bored at work were more than __4__ as likely as other workers to die of a heart problem over the follow up period. Workers who __5__ to be interested in their jobs were __6__ likely to die prematurely.

Now, this doesn't mean that feeling __7__ every once in a while will kill you. We're talking about chronic boredom, as in being bored all the time.

And it's not necessarily boredom itself that's deadly. Most probably, according to the study, it's the fact that being bored often leads to unhealthy habits such smoking, overeating, drinking, and __8__ drugs.

Other studies have linked boredom and __9__ —a disease known often to lead to poor health.

Does this mean that being __10__ and interested? In other words, the opposite of bored–leads to better health?

Maybe. If not being bored means being physically active and adopting good dietary and exercise habits, then it certainly can't hurt.

II. Put the following into Chinese.

1. egg-shell china ______________________________
2. four treasures of the study ______________________________
3. cloisonné enamel ______________________________
4. oolong tea ______________________________
5. silk product ______________________________
6. minority peoples ______________________________
7. Dali Batik ______________________________
8. Zisha teapot ______________________________
9. tri-colored glazed pottery ______________________________
10. papercut ______________________________

III. Fill in the blanks with words given below, and make some changes if necessary.

savory	accompany	essential	bustle	special
herring	astronomical	moderate	ingredient	immense

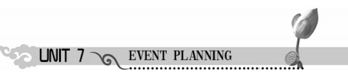
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1. This place doesn't have a very ____ reputation.
2. His wife was astonished at the ____ sum of money he had spent.
3. ____ is a dish or meal given prominence in a restaurant.
4. He is an outstanding driver. He usually drives at a ____ speed.
5. I like the textbook, because every text in it is ____ by an illustration.
6. It's almost impossible to find him in the ____ ocean.
7. There is a list of ____ on the side of the packet.
8. Food and water are ____ elements to our life.
9. In summer you could see children catching ____ in the river near the village.
10. Everywhere people were busy, ____ about their tasks.

IV. Reading comprehension.

How to Choose the Right Conference Call Service

There are several different types of conference calling service available for all types of businesses, whether they are large corporations or small to medium sized businesses.



Audio Conferencing

This conference call service has been available for quite a long time. It is very popular due to its cost effectiveness and allowing communication from all over the world.

All that is required for an audio conference is a telephone for each person attending the conference.

Those in the call are able to hear each other instantly, as if they were all in the same room.

One of the main problems with an audio conference call is not being able to see the other people you are talking to or to be able instantly to share images or information directly related to the business.

Video Conferencing

It's a conference call service that has been available to businesses for around ten years. Due to the cost of equipment, only larger companies used video conferencing.

Recently, due to changes in technology and cheaper equipment, video conferencing is now readily available to smaller businesses.

The equipment needed for a video conference is a camera and television on each end of the conference. This allows all of the participants in the conference call to hear and see each other.

Video conferencing is very effective and is ideal for those wishing to have conferences on a regular basis, although it is quite difficult to set and trouble shoot the equipment. Regular maintenance by a professional is required to keep video conferencing equipment working correctly.

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Web Conferencing

Web conferencing is the newest of the three types of conference calling services. This new technology uses the Internet to hold the conference or meeting.

The real bonus with web conferencing is that those attending can share files, visual aids and text messages instantly.

Web conferencing has all of the benefits of a traditional audio or videoconference meeting. Those attending can still hear and see each other in real time over the Internet, without the need for overly expensive equipment.

The best way to choose a conference call service provider is to stop around and find the package that best suits your needs. For example, if your budget is low and you only require verbal communication to communicate, audio is most probably the best option.

If you require whiteboard sharing and face to face meetings, video is ideal. Web conference calling services are the most expensive of all of the services, but will allow you to share files and communicate on a much higher level with those included in the business conference hall.

1. Text your vocabulary of Meeting Service. (Fill in the blanks with words from the box.)

theater style	conference or boardroom style	lectern	poster
projector	U-shape	recorders	banner
classroom style	microphone	screen	tier
wireless microphone			



Conference Room Set-up

A conference room set-up should be carefully designed so that the massage may reach every body.

___1___: States or chairs in rows facing a stage area, head table, or speaker (with no conference table). This is the most efficient set-up when the attendees will act as an audience. This set-up is not recommended for food events of if note taking is required.

___2___: A series of conference tables set in the shape of the letter U, with chairs around the outside. This layout style is often used for meetings where there is speaker, audio-visual presentation or other focal point.

___3___: Rows of conference tables with chairs facing the front of a room (and usually a speaker), providing writing space for each person. This room set-up is ideal for note taking, meetings requiring multiple handouts or reference materials, or other tools such as laptop computers. This is the most comfortable set-up for long sessions and allows refreshments to be placed within reach of each attendee.

___4___: A rectangular or oval table set-up with chairs around all sides and ends. Used for this table layout is often used for Board of Director meetings, committee meetings, or discussion groups.

Sound/ Audio Visual

Usually on the wall of the Convention Center is ___5___, a flat vertical surface on which pictures or words are shown; and in front of it is ___6___, a machine that projects films or slides onto a screen or wall. In addition, Convention Centers also provide the basic equipment such as ___7___ a machine for recording sound or pictures or both; ___8___ which is used for making your voice louder when you are speaking to an audience. If you want to interact with the audience, you can use ___9___, which is free from cables.

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Miscellaneous Equipment

A ___10___ is usually put in the lobby of the hotel, which is large, usually printed notice, or announcement to advertise or publicize something. In the convention hall, guests can see some ___11___, a piece of cloth bearing a name, motto or slogan, as of a meeting. The speaker will stand behind a ___12___ , which is a stand that serves as a support for the notes or books of a speaker. In some grand convention hall, the center stage can be raised or lowered in ___13___.

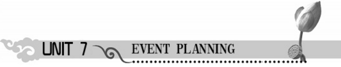
2. Choose the best answer.

(1) The hotel provides you____all conferencing services available for your business or family needs.

[A] with [B] to [C] by [D] at

(2) This conference technology with Internet enables you to easily and instantly ____ information with your associates.

[A] tell [B] exchange [C] say [D] spread



(3) Video and web conferencing services are usually more ____ solutions.

[A] expensive [B] cheap [C] so so [D] accepted

(4) We are going to ____ a news press next week.

[A] make [B] show [C] hold [D] rent

(5) Would you please come with me to the ____ to arrange the guest-rooms for you?

[A] Room Service [B] Laundry

[C] Recreation Center [D] Front Desk

(6) I want to reserve rooms for the guests ____ the meeting.

[A] making [B] coming [C] going [D] attending

(7) We need an auditorium that can ____ 100 guests.

[A] accommodate [B] make [C] attend [D] put

(8) Could you give me more ____ about your requirements for the meeting?

[A] details [B] news [C] things [D] informations

(9) A ____ is designed to hold activities of various kinds, such as performance shows, exhibitions, large and small size business meetings, seminar and press meeting.

[A] multi-function hall [B] convention hall

[C] meeting room [D] auditorium

(10) ____ is mainly required for a conference. While a speaker is making a speech, the interpreter interprets the speaker's speech into a specified language, which will be transferred to the other attendees via earphone.

[A] Interpreter [B] Simultaneous

[C] Translator [D] Software

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V. Translate the following sentences into Chinese. They are underlined in the texts.

1. Carnival Corporation in terms of passengers carried, revenues generated, and available capacity, is the largest cruise line in the world and considered the leader and innovator in the cruise travel industry.
2. The company's product positioning stems from its belief that the cruise market is actually comprised of three primary segments with different passenger demographics, passenger characteristics, and growth requirements.
3. With the industry maturing, cruise competitors have become more sophisticated in their marketing efforts, and price competition is the norm in most cruise segments.
4. As our earth community enters the new millennium, the risks of terrorist attacks, extremist demonstrations and the like becomes even frequent, so the security is very important to the convention and exhibition centre where crowds of elites gather.
5. The team has developed a reputation for excellence in security management, delivering services for every type of event—from exhibitions to functions for visiting dignitaries such as world leaders and royalty.



VI. Writing.

Write an event planning. The followings should be included.

1. The purpose of the event.
2. The time, location organizer, participator of the event.
3. The envisagement of the event.


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UNIT 8 TOURIST PRODUCT

PART Ⅰ TEXT

Text A The Silk Road, from Xi'an to Kashgar

Named in the 1870s by the German scholar, Baron Fredinand von Richthofen, the Silk Road—perhaps the greatest East-West trade route and vehicle for cross-cultural exchange—was first travelled by ambassador Zhang Qian in the second century BC while on a mission from Emperor Wudi (ruled 141–87 BC) of the Han dynasty (206 BC–220 AD). Zhang was sent to recruit the Yuezhi people, who had recently been defeated by the Xiongnu (Huns of Turkish descent) and driven to the western fringes of the Taklamakan Desert. Since the Warring States period (475–221 BC), the Huns had been launching aggressive raids into Chinese territory, which prompted Emperor Qin Shihuangdi of the Qin dynasty (221–207 BC) to build the Great Wall. Eager to defeat these powerful marauders, Wudi heard that the Yuezhi were seeking revenge on the Xiongnu and would welcome help with retaliation from any ally.

Zhang with a caravan of 100 men set out in 138 BC from the Chinese capital of Chang'an (present-day Xi'an) only to be soon captured by the Huns as they passed through the Hexi Corridor in northwest Gansu. The surviving members of the caravan were treated well; Zhang married and had a son. After ten years, he had the remainder of the party managed to escape and continue their journey west along the northern Silk Road to Kashgar and Ferghana. Upon reaching the Yuezhi, Zhang found them to have settled prosperously in the various oases of Central Asia and to be no longer interested in avenging themselves of the Huns. Zhang stayed one year gathering valuable military, economic, political and geographical information and returned via the southern Silk Road, only to be captured again, this time by Tibetan tribes allied with the Xiongnu; once again he escaped. In 125 BC, 13 years later, he returned to Chang'an. Of the original party only he and one other completed the trail-blazing journey—the first land route between East and West and one that would eventually link Imperial China with Imperial Rome.

Zhang reported on some 36 kingdoms in the Western Regions, delighting Emperor Han Wudi with detailed accounts of the previously unknown kingdoms of Ferghana, Samarkand, Bokhara and others in what are now the Afghanistan, Pakistan and Persia (Iran) as well as the city of Li Kun, which was almost certainly Rome. Zhang recounted stories he had heard of the famous Ferghana horse, rumoured to be of "heavenly" stock. Tempted by this fast and powerful warhorse, seemingly far superior to the average steed and having the potential to defeat the marauding Huns, Han Wudi dispatched successive missions to develop political contacts—the first of which Zhang led in 119 BC and return with foreign envoys, and of course horses, from

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the courts of Ferghana, Sogdiana, Bactria, Parthia and northern India. Now extinct, these horses were immortalized by artists of both the Han (206 BC-220 AD) and the Tang dynasties (618-907 AD). Zhang continued seeking allies against the Xiongnu, travelling in 115 BC to the territory of the Wusun, a nomadic tribespeople who lived on the western frontier of the Huns, but again Zhang was unable to enlist support. Upon his return, Zhang died in 113 BC, bearing the Imperial Title of "Great Traveler".

Alexander the Great's [(1)]expansion into Central Asia stopped far short of Chinese Turkestan, and he appears to have gained little knowledge of the lands beyond. The Romans, with only a slightly better understanding, were convinced that the Seres (the Silk People, or the Chinese) harvested silk from trees, the "wool of the forests" according to Pliny. In 53 BC, the seven legions of Marcus Licinius Crassus were the first Romans to see silk in battle whilst pursuing the Parthians, a rough warlike tribe, across the Euphrates. They became the victims of the first "Parthian shot[(2)]", which broke the Romans' front line formation and was quickly followed by a tactic that both terrorized and amazed the Romans: the Parthians waved banners of a strange, shimmering material that towered above the defeated soldiers, blinding them in the brilliant heat of the desert. The Romans managed to obtain samples of this marvelous silk from the victorious Parthians, who had traded it for an ostrich egg and some conjurers with a member of Emperor Han Wudi's early trade missions.

The Prthians along with the Sogdians, Indians and Kushans soon became prominent middlemen in the trade of silk, reaping tremendous profits, bartering with Chinese traders who escorted their merchandise to Dunhuang and as far as Loulan, in the heart of the Lop Nor Desert beyond the Great Wall, and carrying the trade on to Persian, Syrian and Greek merchants. Each transaction increased the cost of the end product, which reached the Roman Emperor in the hands of Greek and Jewish entrepreneurs. Silk garments became all the rage in Roman society, so much so that in 14 AD men were no longer permitted to wear them, as they were perceived to contribute to an already decadent society. Despite the disapproval of the Empire's moral superiors and its high cost, silk was widely worn amongst even the lowest socio-economic classes. The silk trade flourished up until the second century AD, when it began to arrive in Rome via the sea trade routes.

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CARAVANS AND TRADE ROUTES

Silk actually composed a relatively small portion of the trade along the Silk Road: eastbound caravans brought gold, precious metals and stones, textiles, ivory and coral, while westbound caravans transported furs, ceramics, cinnamon bark and rhubarb as well as bronze weapons. Very few caravans, including the people, animals and goods they transported, would complete the entire route that connected the capitals of these two great empires. The oasis towns that made the overland journey possible became important trading posts, commercial centers where caravans would take on fresh merchants, animals and good. The oasis towns prospered considerably, extracting large profits on the goods they bought and sold.



During the Han dynasty, the Chinese referred to the Taklamakan Desert as Liu sha, or "moving sands", since the dunes are constantly moving, blown about by fierce winds. Geographers call it the Tarim Basin, after the glacier-fed Tarim River that flows east across the Taklamakan Desert to the Lop Nor Lake. The Taklamakan is bordered on three sides by some of the highest mountain ranges in the world: to the north, by the Heavenly Mountains (Tian Shan); to the west, by the Pamirs (Roof of the World); and to the south, by the Karakoram and Kunlun Mountains. To the east lie the Lop Nor and Gobi Deserts. The infamous Taklamakan which in Turki means "go in and you will not come out"—has been feared and cursed by travelers for more than 2 000 years. Sir Clarmont Skrine, British consul-general at Kashgar in the 1920s, described it in his book Chinese Central Asia.

To the north in the clear dawn the view is inexpressively awe-inspiring and sinister. The yellow dunes of the Taklamakan, like the giant waves of a petrified ocean, extend in countless myriads to a far horizon with, here and there, an extra large sand-hill, a king dune as it were, towering above his fellows. They seem to clamour silently, those dunes, for travelers to engulf, for whole caravans to swallow up as they have swallowed up so many in the past.

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THE FALL OF THE SILK ROAD

Not coincidentally, the Silk Road flourished during the highly artistic and prosperous Tang dynasty. Chang'an, the capital, a large cosmopolitan centre, was the departure point and final destination for travelers on the Silk Road. The city in 742 was five by six miles in area and had a population of nearly two million, including over 5 000 foreigners. Numerous religions were represented and the city contained the temples, churches and synagogues of Nestorian Christians, Manicheans, Zoroastrians, Hindus, Buddhists and Jews, to name but a few. Foreigners from Byzantium, Iran, Arabia, Sogdia, Mongolia, America, India, Korea, Malaya and Japan lived in Chang'an. Some Tang tomb murals depict foreigners in the imperial court.

In addition to Western goods, religious thought and art, Chang'an received caravans from distant lands loaded with exotic treasures such as cosmetics, rare plants including saffron, medicines, perfumes, wines, spices, fragrant woods, books and woven rugs. Strange and unknown animals also arrived: peacocks, parrots, falcons, hunting dogs, lions, and a rare prize, the ostrich or "camel bird".

By the end of the eighth century, the sea routes from the southern coastal city of Canton (Guangzhou) to the Middle East were well developed, while the Tibetan occupation of the Tarim Basin from 790 until around 850 AD often disrupted the overland trade routes. The art of sericulture had been mastered by the Persians and Byzantines, and the heyday of the Silk Road was over. The Tang dynasty's downfall led to political chaos and an unstable economy less able to support extravagant foreign imports. At the same time, entire communities, active oasis towns, thriving monasteries and grottoes along the Silk Road were disappearing in the space of weeks, as the glacier-fed streams ran dry or changed course. Since the end of the Ice Age, shrinking



glaciers have been consistently reducing the amount of water in the Tarim Basin. Only the most fertile and well-irrigated oasis towns have survived.

The fanatical spread of Islam from the Middle East was one of the most critical factors in the disappearance of the Buddhist civilizations along the Silk Road, and perhaps the most destructive element in the loss of Serindian art. Only those caves and monasteries that had been swallowed by the sands centuries before were able to survive unmutilated by the followers of Allah. Many of the Buddhist cave frescoes, silk paintings and statues had adopted the Gandharan figurative style, portraying "the almighty" in human form, of which the Muslims were intolerant and ever fearful. By the late 15th century, the entire Taklamakan region was throughly entrenched in Islam; Buddhist stupas and temples were either destroyed or left to crumble. At this time, the Ming dynasty (1368–1644) virtually shut China off from the outside world, effectively ending the centuries-old influx of foreign ideas and culture. Islam brought a whole new mix of religion, art and architecture that today is the root of Uygur culture in Xinjiang. The surviving remnants of an intensely artistic Buddhist civilization were to remain interned until the late 19th century, when a new generation of "foreign devils" undertook archaeological excavations in the Tarim Basin.

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Words and Expressions

assimilate	[ə'simileit]	*v.*	吸收，使同化
assortment	[ə'sɔ:tmənt]	*n.*	分类，混合物
ambassador	[æm'bæsədə]	*n.*	大使
aggressive	[ə'gresiv]	*a.*	侵略性的，好斗的
ally	['ælai]	*n.*	同盟国，伙伴
archeologist	[ˌɑ:ki'ɔlədʒist]	*n.*	考古学家
avenge	[ə'vendʒ]	*v.*	替……报仇
awe-inspiring	['ɔ:inˌspaiəriŋ]	*a.*	使人敬畏的，令人惊叹的
Baghdad	['bægdæd]	*n.*	巴格达(伊拉克首都)
Byzantium	[bi'zæntiəm]	*n.*	拜占庭(今称伊斯坦布尔)
caravan	['kærəvæn]	*n.*	大篷车，旅行队
chiseled	['tʃizld]	*a.*	凿过的，形如凿刀的
conjurers	['kʌndʒərə]	*n.*	魔术师，巫师
ceramics	[si'ræmiks]	*n.*	制陶术，制陶业
clamour	['klæmə]	*v.*	吵闹，大声地要求
Canton	['kæntɔn; kæn'tu:n]	*n.*	广州
crumble	['krʌmbl]	*v.*	崩溃，粉碎
coincidentally	[kəuˌinsi'dentli]	*ad.*	巧合地，一致地
cosmopolitan	[ˌkɔzmə'pɔlitən]	*n.*	大都会
depiction	[di'pikʃən]	*n.*	描写，叙述

doctrine	['dɔktrin]	*n.*	主义，学说
dynasty	['dinəsti]	*n.*	王朝，朝代
decadent	['dekədənt]	*n.*	颓废者
		a.	颓废的
dune	[dju:n]	*n.*	(由风吹积而成的)沙丘
detachment	[di'tætʃmənt]	*n.*	分离，拆开
disciple	[di'saipl]	*n.*	门徒，信徒
eastbound	['i:stbaund]	*a.*	往东的，向东旅行的
entrench	[in'trentʃ]	*v.*	确立，牢固
escapade	[ˌeskə'peid]	*n.*	越轨行为
envoy	['envɔi]	*n.*	使者，全权公使
excavate	['ekskəveit]	*v.*	挖掘，开凿
engulf	[in'gʌlf]	*v.*	吞没，吞食，狼吞虎咽
earthbound	['ə:θbaund]	*a.*	只在地面的，向地球移动的
enlist	[in'list]	*v.*	使入伍，征募
Euphrates	[ju:'freiti:z]	*n.*	幼发拉底河
frescoes	['freskəu]	*n.*	壁画
fringe	[frindʒ]	*n.*	边缘，穗
falcon	['fælkən]	*n.*	[鸟]猎鹰，隼
fanatical	[fə'nætikl]	*a.*	狂热的
fertile	['fə:tail]	*a.*	富饶的，肥沃的
garment	['gɑ:mənt]	*n.*	衣服，服装
grotto	['grɔtəu]	*n.*	岩穴，洞穴
heyday	['heidei]	*n.*	全盛期
immortalize	[i'mɔ:təlaiz]	*v.*	使不灭，使名垂千古
indigenous	[in'didʒinəs]	*a.*	本土的，土著的
Kashgar	['kæʃgɑ:]	*n.*	喀什格尔(中国新疆西部城市)
launch	['lɔ:ntʃ]	*v.*	发射，开始从事
legion	['li:dʒən]	*n.*	(古罗马)军团
maraud	[mə'rɔ:d]	*v.*	掠夺，袭击
manuscript	['mænjuskript]	*n.*	手稿，原稿
marvelous	['mɑ:viləs]	*a.*	不可思议的，惊人的
mural	['mjuərəl]	*n.*	壁画，(美)壁饰
monastery	['mɔnəstəri]	*n.*	修道院，僧侣
Mahayana	[ˌmɑ:hə'jɑ:nə]	*n.*	大乘佛教
nirvana	[ˌniə'vɑ:nə]	*n.*	涅槃，天堂

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nomadic	[nəu'mædik]	*a.*	游牧的，流浪的
oases	[əu'eisis; 'əuəsi:z]	*n.*	绿洲(oasis 的复数形式)
ostrich	['ɔ:stritʃ]	*n.*	鸵鸟
Pamirs	[pə'miəz]	*n.*	帕米尔高原
petrified	['petrifaid]	*a.*	惊呆的，目瞪口呆的
pilgrim	['pilgrim]	*n.*	朝圣者
pious	['paiəs]	*a.*	虔诚的，敬神的
persecute	['pə:sikju:t]	*v.*	迫害，困扰
rage	[reidʒ]	*n.*	愤怒，狂暴
recount	[ri'kaunt]	*v.*	叙述，重新计算
retaliation	[riˌtæli'eiʃən]	*n.*	报复，反击，回敬
raid	[reid]	*n.*	袭击，突袭
recruit	[ri'kru:t]	*v.*	聘用，征募
rhubarb	['ru:bɑ:b]	*n.*	大黄
remnant	['remnənt]	*n.*	剩余
relics	['rɛliks]	*n.*	遗迹
Sakyamuni	['sɑ:kjəmuni]	*n.*	释迦牟尼
Sanskrit	['sænskrit]	*a.*	梵文的
		n.	梵文
Samarkand	[ˌsæmə'kænd]	*n.*	撒马尔罕(乌兹别克斯坦的一座城市)
shimmer	['ʃimə]	*v.*	闪烁，发闪烁的微光
sinister	['sinistə]	*a.*	阴险的，凶兆的，灾难性的
steed	[sti:d]	*n.*	战马，骏马
stupa	['stju:pə]	*n.*	佛塔，舍利塔
statuary	['stætjuəri]	*n.*	雕像，雕像艺术
saffron	['sæfrən]	*n.*	藏红花
sericulture	['seriˌkʌltʃə]	*n.*	养蚕，蚕丝业
synagogues	['sinəgɔg]	*n.*	犹太教会堂
sutra	['su:trə]	*n.*	佛经
tempt	[tempt]	*v.*	诱惑，引起
tribespeople	['traibz,pi:pl]	*n.*	部落成员，宗族成员
textile	['tekstail]	*n.*	纺织品，织物
Uygur	['wi:guə]	*n.*	维吾尔族
Zoroastrian	[ˌzɔrəu'æstriən]	*n.*	索罗亚斯德教的教徒，即拜火教
Bokhar			地名，唐代古捕喝
Tarim Basin			塔里木盆地(位于中国西部)
barter with			物物交换

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cinnamon bark	肉桂皮
flowing robes	长袍
glacier-fed streams	冰川流
swallow up	淹没；吞下去；耗尽
woven rug	编织地毯
well-irrigated	灌溉良好的
Kushans	贵霜人
Lop Nor D esert	罗布泊沙漠
Seres	(希腊)赛里斯(指中国人)
Sogdia	粟特文
Warring States period	战国时代
Yogachara	西藏密宗

Notes

(1) Alexander the Great：亚历山大大帝。

(2) Parthian shot：安息回马枪，也叫帕提亚回马箭，属于骑兵的一种战术。在骑兵撤退或者诈逃时回射敌人，杀伤力大。1 世纪时，安息国拥有了当时世界最强的骑兵。骑兵分轻骑兵和重骑兵。重骑兵结合冲锋骑兵和控铉骑兵，可使用冷兵器冲锋，也可以使用弓弩远程攻击。回马箭即由此引申而出。

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Text B Cloisonné

Cloisonné is a famous traditional enamel ware, known as the " Blue of Jingtai" in China, with a history of over 500 years. It was so called "blue"was the typical colour used for enamelling and "Jingtai"was the reign title of the 7th Ming Emperor. Enamel ware became very popular during the Emperor's reign. There is a great variety of products, such as vase, jar, bowl, plate, box and ash-tray. They are brilliant in colours and splendid in design.

Cloisonné is one of the famous arts and crafts of Beijing. The making of cloisonné requires rather elaborate and complicated processes; base-hammering, copper-strip inlay, soldering, enamel-filling, enamel-firing, polishing and gilding. The products are featured by excellent quality. The skill and workmanship have been handed down from the Ming Dynasty. Quite a number of new varieties have been created. It enjoys a high reputation both at home and abroad. They are mostly for export.

CLOISONNÉ-MAKING

The first step is body making. The material used for making the body is copper, because copper is easily hammered and stretched. This step requires a sound judgment in shaping and uniformity of thickness and weight. It is in fact the work of the copper smith. The only difference is that when an article is well shaped, the copper smith's work is finished, whereas the cloisonné craftsman's work is just on the start.

The second step is filigree soldering. This step requires great care and high creativeness. The artisan adheres copper strips onto the body. These strips are of 1/16 inch in diameter and of lengths as the artisan desires. The strips or filigree thus adhered make up a complicated but complete pattern. The artisan has a blueprint in mind and he can make full use of his experience, imagination and aesthetic view in setting the copper strips on the body.

The third step is to apply the colour which is known as enamel filling. The colour or enamel is like the glaze on ceramics. It is called falang(珐琅). Its basic elements are boric acid, saltpetre and alkaline. Due to the difference in the minerals added, the colour differs accordingly. Usually one with much iron will turn grey, with uranium, yellow, with chromium, green, with zinc, white, with bronze, blue, with gold or iodine, red. In time of filling, all the colours, ground beforehand into minute powder and contained in plates, are placed in front of the workers and are then applied to the little compartments separated by filigree.

The fourth step is enamel firing. This is done by putting the article, with its enamel fillings, to the crucible. After a short moment, the copper body will turn red. But after firing, the enamel in the little compartment will sink down a bit. That will require a refilling. This process will go on repeatedly until the little compartments are finally filled.

The fifth step is polishing. The first polish is with energy. Its aim is to make the filigree and the filled compartments even. The whole piece is again put to fire. Polish once more with a whet stone. Finally, use a piece of hard carbon to polish again so as to obtain some lustre on the surface of the article.

The sixth step is gilding. This is done by placing the article in fluid of gold or silver. Add electric current. The exposed parts of the filigree and the metal fringes of the article will be smoothly and evenly gilded. After that, the metal part of the article will not get rusty. Then the article will again undergo another electroplating and a slight polish.

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Words and Expressions

aesthetic	[iːs'θetik]	*a.* 美的，美学的
alkaline	['ælkəlain]	*a.* 碱性的，碱的
artisan	[ˌɑːti'zæn]	*n.* 工匠，技工
adhere	[əd'hiə]	*v.* 坚持，依附
beforehand	[bi'fɔːhænd]	*ad.* 事先，预先
crucible	['kruːsibl]	*n.* 坩埚
chromium	['krəumjəm]	*n.* 铬
cloisonné	[klwɑːzɔŋ'nei]	*n.* 景泰蓝
copper	['kɔpə]	*n.* 铜，铜币
diameter	[dai'æmitə]	*n.* 直径
enamel	[i'næməl]	*v.* 涂以瓷釉



elaborate	[i'læbərət]	*v.*	精心制作
electroplating	[i'lektrəu,pleitiŋ]	*n.*	电镀，电镀术
gilded	['gildid]	*a.*	镀金的，装饰的
luster	['lʌstə]	*n.*	光泽，光彩
hammered	['hæməd]	*a.*	锤成的，铸打成的
iodine	['aiəudi:n]	*n.*	碘，碘酒
reign	[rein]	*n.*	统治，统治时期，支配
saltpetre	['sɔ:lt'pi:tə]	*n.*	硝石
uranium	[ju'reiniəm]	*n.*	铀
whet	[hwet]	*v.*	磨快，促进
boric acid			硼酸
falang			珐琅
filigree soldering			掐丝焊接

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PART Ⅱ DIALOGUE

Dialogue 1 Seeing a Doctor

D=doctor(医生) P=patient(病人)

D：Please come in. What seems to be the trouble?

P：It's my stomach. I think probably I had too much at supper yesterday evening.

D：Can you tell me what you had for supper yesterday evening?

P：Seafood, roast duck. Oh, a great variety of things, I can't name them exactly.

D：Have you vomited?

P：Yes, I have vomited three times and made several trips to the bathroom last night.

D：I see. Now you have to get your stools tested. I'll write out a slip and you can take it to the laboratory. Wait for a while and pick up the report, and then bring it back to me.

P：All right, doctor. I'll see you later.

D：See you later.

P：Here's my report, doctor.

D：Take your seat, and let me have a look. It's nothing serious, only indigestion due to too much oily food. I will prescribe you some medicine for it to make you feel better. I do advise you to avoid oily food for the next few days.

P：I will follow you advice. Thanks a lot.

D：You are welcome.

D：请进。你哪里不舒服？

P：肚子不舒服。我想可能是昨晚吃得太多了。

D：你昨晚吃了些什么，能告诉我吗？



P：海鲜和烤鸭。种类很多，有的叫不出名儿。

D：你呕吐过没有？

P：呕吐过。昨晚吐了三次，还上了好几趟厕所。

D：明白了。你得做一个大便检查。我给你开一张化验单，你带着化验单到化验室去。检查完后，请把化验报告给我送过来。

P：好吧。待会儿见，医生。

D：待会儿见。

P：医生，这是我的化验报告。

D：请坐，让我看看。没什么大问题，只是你吃了过多的油腻食物，导致消化不良。我给你开点药，吃过这些药你会感觉好些。接下来几天避免吃油腻食物。

P：我会照你说的去做。谢谢您，医生。

D：不客气。

Word Service Station

medication	药物	pills	药丸
tablet	药片	ointment	药膏
powder	药粉	pharmacy	药房
mixture	合剂	syrup	糖浆
drug store	药店	penicillin	盘尼西林(青霉素)
eye drops	眼药	antibiotic	抗生素
vitamin	维他命(维生素)	aspirin	阿司匹林
first aid	急救	therapy	疗法
diagnosis	诊断	soothe	安慰，缓和，安慰
recover	复原，痊愈	recuperate	康复，恢复
operation	外科手术	facial mask	口罩

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Dialogue 2　In the Duty Free Shop

C=Carol(卡罗)　　J=John(约翰)

C：I never understand why these shops have so much liquor.

J：What do you mean？ It's because it's much cheaper to buy liquor duty-free.

C：But why？ Why don't people like to buy shirts duty-free？ Or shoes？ I just don't understand why it's always liquor.

J：Well, it's because in most countries liquor has a higher tax on it.

C：You mean liquor has a higher tax than other things？

J：Yes, of course. Didn't you know that？

C：No, I did not. How high is the tax？

J：Well, it is different in different countries. But it's because of the high tax that buying liquor duty-free is such a good deal.

C：Why would the government want to tax liquor so much?

J：Liquor is considered a luxury item. And it is considered as something that isn't very healthy. So if people want to buy it, the government thinks it has the right to tax it.

C：That's why a lot of people buy cigarettes here too, isn't it?

J：Of course. Cigarettes are also taxed very heavily.

C：我从来不明白为什么这些店有这么多种类的酒。

J：什么意思？因为买免税的酒便宜很多。

C：为什么？为何大家不喜欢买免税的衬衫或鞋子呢？我就是不懂为何总是酒类。

J：因为大部分国家的酒类税率比较高。

C：你是指酒与其他物品相比税率更高吗？

J：是啊，当然。你不知道吗？

C：我不知道。税有多高呢？

J：每个国家都不一样。但是因为酒类的税率较高，所以买免税酒很划得来。

C：为什么政府要扣酒类的税如此重呢？

J：酒类被视为奢侈品，而且不是很健康。所以如果大家要采购的话，政府认为有权扣税。

C：这也是很多人在这买香烟的原因，对不对？

J：当然，香烟的税也很重。

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Word Service Station

good deal	划算	duty-free	免税
liquor	酒，含酒精的饮料	luxury	奢侈品

PART III TOURISM LINK: LETTER OF THANKS

Guangdong Institute
Of Science and Technology
Zhuhai, 519090
P. R. China

12 January 2010

Mr. Joseph
International Department
New York Travel Agency
New York, NY 13860
USA

Dear Joseph,

I have just returned to China from my American trip and it is only now that I have the opportunity of sending you a message of deep thanks for your cordial reception and hospitality extended to me and all my friends during our one-week stay in New York.

续表

The visit to your country was a great a revelation to me. We have a deeper understanding of the words: the Chinese people are industrious and great people, the American people are also industrious and great people. We must also thank your tour guide who accompanied us all the way round. She not only gave us a detailed explanation of the resorts we went to, but also told them in humorous ways. Her friendly attitude and excellent skill won high praise from all of us tourists. Please extend my thanks to President Howell and Miss Linda, who were so kind and helpful to me during our entire stay in New York. Please do not hesitate to contact me if there is anything I can do for you in China. Yours very sincerely, *(Signature)* Liu Jiang

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PART Ⅳ GOOD TO KNOW: CHINESE TRADITIONAL ITEMS

毛笔	brush pen; Chinese brush (pen)	砚台	ink stone; ink slab
景泰蓝	cloisonné (enamel)	拔火罐	cupping
中国结	Chinese knots	宣纸	rice paper
唐三彩	Tang tri-color pottery	帽筒	hat stand(s)
古瓷	old china	釉子	glaze
瓷	porcelain; china	釉陶	glazed pottery
卜卦	divination	十二地支	Twelve Earthly Branches
十天干	Ten Heavenly Stems	古董/玩物	antique; curio
国宝	national treasures	陵墓	mausoleum
玛瑙	agate	遗址	ruins; relics
贴金	gold-coated	甲胄	armor
文物	historical relics; cultural objects	弩	cross-bow
古迹	historic site	针灸	acupuncture
穴位	acupuncture points (acupoints)	战车	chariot
祭器	sacrificial utensils	弓步	bow stance
四合院	courtyard houses; siheyuan (quadruple); courtyards; quadrangle-courtyard house		
盆景	potted landscape; potted flowers; potted scenery		

PART Ⅴ EXERCISES

I. Listening Comprehension.

This is the first time that researchers have captured an image of a female Sumatran rhino (苏门答腊犀牛)believed to be pregnant.

There are so few of these animals left in the __1__ —possibly no more than 30 on Borneo—that experts say each new calf is a lifeline for the species.

The female is thought to be __2__ 20 years old, and the researchers have set up some 50 cameras in the area to try and __3__ her movements.

If she is indeed pregnant—and the __4__ say they can't be sure yet—the birth of a calf would go some way to allaying fears that the rhinos have become so isolated from each other, they are not even __5__ to breed.

The location of the rhino is being kept secret, as this is an area where poaching, and also illegal logging, is a huge __6__.

The Sumatran rhino is an extremely shy creature which is rarely seen.

Researchers are trying to gather more __7__ on the health and condition of the species through the use of remote cameras.

There was excitement recently when the __8__ caught images of two young rhino in the area where the female has been __9__ .

The World Wildlife Fund is working with local officials to produce an __10__ plan to protect forest reserves, and to rescue rhinos where necessary to help them breed.

II. Put the following into Chinese.

1. folk art ____________________
2. string instrument ____________________
3. shadow puppet play ____________________
4. Chinese herb ____________________
5. Chinese martial art ____________________
6. the Terra-cotta Army of the First Qin Emperor ____________________
7. Shuttlecock kicking ____________________
8. bamboo flute ____________________
9. The Mongolian Horsemanship ____________________
10. cultural heritage ____________________

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III. Fill in the blanks with words given below, and make some changes if necessary.

reputation	longevity	glorious	sprinkle	subtle
nurture	representative	dill	overwhelming	sparingly

1. That____ brought forth an amendment to the press law.
2. The restaurant has a very bad____.
3. They won a____ victory in the campaign.
4. The villagers in this area enjoy good health and____.
5. An____ majority voted against the new law.

6. Sage, mint and____ are all herbs.
7. We covered the cakes with chocolate____.
8. I have noticed the____ gradation in color in this painting.
9. Use the milk____, there's not much left.
10. Most vegetables we buy in winter are____ in the greenhouse.

IV. Reading comprehension.

Housekeeping Department

The Front Office receptionist's prime duty is to sell accommodation, but without the housekeeping staff, there would be no accommodation fit to sell. Without the Housekeeping Department, a hotel cannot operate. To see the cleanliness and good order of all rooms in the hotel is the main function of the housekeeping staff.

In order to allocate and supervise the work of the staff, a head housekeeper is appointed and is entirely responsible for the administration of this department, who ranks as one of the executive staff on a par with the head chef of the Food & Beverage Department.

Room maids have to be informed of which rooms are due to be vacated or relet. This information is obtained from the housekeeper's copy of the arrival and departure list complied by the Front Office receptionist.

It is generally the supervisors who check rooms to see if they are let or vacant and if they are properly cleaned and ready for letting and at the same time check the all furniture and furnishings are in good order and repair. As he/she checks the rooms the supervisors complete a report called a bed occupancy list, sleeper's list or room status report. Once this list is completed, it is sent to the Front Office Reception Desk to be checked against the room board.

Such a list is complied two or three times each day. In this way, the receptionist is able to verify that the room board is accurate and agrees with the actual occupancy state of the rooms.

There is a linen-room under the control of a linen keeper, who is directly responsible to the head housekeeper. It is in the linen-room that all the linens and staff uniforms are stored, sorted, checked, issued and repaired. Needless to say, the laundry service is a must of the Housekeeping Department.

In all hotels room maids are employed to do the actual cleaning of the guest rooms. With regard to the cleaning of public areas, it is the PA cleaner's job, which includes the cleaning of all public rooms, lounges, corridors, halls, public toilets and the various offices of the hotel. But the cleaning of restaurant, banqueting rooms and bars is often the responsibility of the staff working in those areas and not the cleaners.

Since the Housekeeping Department is a predominantly female department, it is necessary to hire some housemen to deal with the heavy work, such as the moving of the furniture or heavy linen baskets and trolleys.

1. Match each words or phrase in the column at the left with its meaning in the column on the right.

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(1) cozy — a. a woman who cleans and tidies the bedrooms in a hotel
(2) receptionist — b. comfortable and warm
(3) laundry — c. interrupt
(4) tidy up — d. untidy and dirty
(5) disturb — e. a hotel employee whose job is to clean the clothes of hotel guests
(6) in a mess — f. clothes need to be washed
(7) valet — g. a person whose job is to book rooms for people and answer their questions
(8) chambermaid — h. make a place clean and in order

2. Choose the best answer.

(1) Turn-down service is a kind of service done by the ____ Department.
[A] Tourism [B] Housekeeping [C] Hospitality [D] Laundry

(2) The housekeeping is responsible for ____ of all guestrooms in a hotel.
[A] accommodating [B] neatness and cleanliness
[C] management [D] serve

(3) In hotels the "DND"sign stands for ____.
[A] do not drop [B] do not diffuse
[C] do not delay [D] do not disturb

(4) I'm sorry, we don't have any rooms ____ that weekend.
[A] available [B] rentable [C] service [D] servant

(5) Everything is in ____.
[A] good [B] order [C] right [D] place

(6) Hotels and restaurants are also known as the ____ industry.
[A] tourism [B] banquet [C] hospitality [D] food service

(7) Let me know if I can be of further ____.
[A] service [B] assess [C] assistance [D] assistant

(8) The concierge will ____ you to your room.
[A] get [B] take [C] carry [D] show

(9) This service is ____ as part of your room rate.
[A] given [B] provided [C] seen [D] regarded

(10) The room being "out of order"means the following except the room ____.
[A] is occupied [B] is very dirty
[C] is untidy [D] need repairing

V. Translate the following sentences into Chinese. They are underlined in the texts.

1. Of the original party only he and one other completed the trail-blazing journey—the first land route between East and West and one that would eventually link Imperial China with Imperial Rome.

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2. Numerous religions were represented and the city contained the temples, churches and synagogues of Nestorian Christians, Manicheans, Zoroastrians, Hindus, Buddhists and Jews, to name but a few.
3. At the same time, entire communities, active oasis towns, thriving monasteries and grottoes along the Silk Road were disappearing in the space of weeks, as the glacier-fed streams ran dry or changed course.
4. The surviving remnants of an intensely artistic Buddhist civilization were to remain interned until the late 19th century, when a new generation of "foreign devils" undertook archaeological excavations in the Tarim Basin.
5. The making of cloisonné requires rather elaborate and complicated processes; base-hammering, copper-strip inlay, soldering, enamel-filling, enamel-firing, polishing and gilding.

VI. Writing.

Write a letter of thanks in order to thank the host's gracious invitation and hospitality after the party. The followings should be taken into your consideration.

1. Tell the host the specific reasons for your letter of thanks.
2. Your letter should be decent rather than gushing.
3. Invite the host to come to you dinner party in next Wednesday.

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ACTIVITY 2　SPOT SURVEY AND CLASSROOM PRESENTATION

Aim:

Based on team-work, each student team is required to collect at least 10 questionnaires; students are supposed to spend 10−15 minutes sharing their findings based on the statistics of the survey.

Agenda:

- Total time—20 minutes/each group on class.
- For each group, do the on-site survey before the class presentation. Questionnaire would be sent to the incoming tourists in/around the tourist attractions like museums, scenic spots, restaurants, airports, etc.
- Based on the results of the collected questionnaires, each group should work out a report concerning the analysis of the questionnaires and suggestions to China's tourism, then to share their findings through the class presentation, the presentation would last 10-15 minutes. The teacher would host the meeting and give comments on the performance of each group.
- Suggested layout of the questionnaire: printed on both side in which way not to mix.
- Suggested teaching arrangement: 2 class hours.

The questionnaire is as shown in the next 2 pages.

QUESTIONNAIRE ON INCOMING TOURISTS' OVERALL IMPRESSION ON CHINA

Please take a few minutes to fill out this survey.　Thank you for your time.

In what country do you reside? ____________________________

What city? ___________________________________

Please indicate your perception of the similarity between your country and China on the following dimensions where **1 indicates very similar and 7 indicates not at all similar.**

	1 (very similar)	2	3	4	5	6	7 (not at all similar)
Education							
Family Life							
Religion							
Language							
Entertainment							
Aesthetics							

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续表

	1 (very similar)	2	3	4	5	6	7 (not at all similar)
Food							
Hotels							
Automobiles							
Cleanliness							
Sports							
Economy							

On a scale of 1 (lowest) to 7 (highest), how important are the following values to you in everyday life? Please place a check mark of the one most important to you.

	Not Important at all 1	2	3	4	5	6	Extremely Important 7	Which is the most important value? (choose only one)
1. Sense of belonging								
2. Being well respected								
3. Security								
4. Self respect								
5. Warm relations with others								
6. Sense of accomplishment								
7. Self fullfilment								
8. Fun and enjoyment in life								

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How would you rate the economic environment of your country?

Developed _______ Developing _______ Undeveloped _______

How would you rate the economic environment of China?

Developed _______ Developing _______ Undeveloped _______

What is the primary purpose of this visit to China?

Business _______ Pleasure _______ Education _______ Other _______

What is your overall impression of China?

Very Favorable _______

Somewhat Favorable _______

Neither Favorable nor Unfavorable _______

Somewhat Unfavorable _______

Very Unfavorable _______

What have you liked most about China on this trip? ______________________________

____

Is there anything that you have disliked?? If so, what? ___________________________

____



Have you visited China before? Yes _______ No _______

If yes, please list the year(s) and describe any changes that you have noticed.

____

____

What cities in China have you visited on this trip? __________________________________

____

What other cities in China will you be visiting on this trip? __________________________

What other countries have you visited? ____

Please list the years in which you visited these countries and if your visit was for business or pleasure. ____

Age _______ Gender: Male _______ Female _______

Occupation: ___________________________________

THANK YOU

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UNIT 9　TOURISM MARKETING

PART Ⅰ　TEXT

Text A　Restaurant Public Relationship

Public relations has been called advertising that you don't have to pay for. If you have a successful public and media relations program, you'll get increased exposure and prestige without spending a fortune. For this to work, though, you'll need to create and publicize newsworthy stories. Hiring a new chef isn't always enough to garner the kind of attention you deserve. Create other angles that are unique and make your restaurant stand out. Also, review your restaurant's marketing and advertising expenses over the last three years. Then determine the percentage that was spent on traditional advertising compared to public relations. It's worthwhile to spend 15%–30% of your budget on a solid public relations program. Find a firm that has creativity and excitement about your restaurant. If that firm doesn't seem genuinely curious and interested in your restaurant and what it has to offer, it'll have a hard time creating interest with the media.

Some higher-end(1) restaurants are understandably concerned about publicity stunts and other marketing activities that seem to fly in the face of the exclusivity of their establishment. My answer to that is simple—these tactics won't be appropriate for everyone. That being said, if you are one of the restaurant owners that cringe at the thought of creating buzz in the community at large, I urge you to think about your position.

Everyone wants to be associated with a winner. For some of your regulars, the whole reason they belong in the first place is because it's exclusive and their being a part of that is an extension of their self-brand(2) and identity. Creating buzz won't distract from that, it will reinforce it in many cases. They key is how the publicity comes across. If done correctly, it supports your position in the market, exclusivity and prestige.

If a picture is worth a thousand words, then an article is worth a thousand ads.

We help our clients gain favorable press and publicity through a combination of public relations, special events and community relations programs.

Restaurant public relations builds credibility, lives longer than advertising, costs less than advertising and positions you and your company as the experts. It is how great brands are built.

Restaurant public relations is a fast growing business, effective restaurant public relations can create record sales for your company and often for less than the cost of a single newspaper ad or billboard.

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How does Restaurant PR work?

To give you an idea of how the restaurant PR campaign process works and how it will benefit your company, here is a synopsis:

- The benefits of a restaurant PR campaign are many. It will effectively help you further cultivate your image as a premier and unique company, promote selected menu items and wines, create extensive exposure for your special events, attract qualified staff members and managers, and build pride among your employees by establishing a consistent presence in the media.
- Unlike most public relations firms, which require long-term contracts and costly monthly retainers, we recommend an initial six or twelve-month agreement, depending on the size of your company and the scope of work involved. The initial time-frame[(3)] provides us ample time to demonstrate how effective public relations can be for you with us as your partner.
- Upon reaching an agreement to start the public relations campaign, we will have our first "official" meeting, in which we will prioritize the press release story angles, determine a timeline of when the releases will be distributed to the media and gather information to create your press kit.
- The first month of the restaurant PR campaign is devoted to laying the groundwork for the coverage that will come in the second, third and subsequent months. We will create a digital press kit for you in the first 45 days. Your press kit will serve as a tool that provides reporters with essential information about you and your company. Elements of your press kit will include a cover letter, a fact sheet, a company history, biographies on key staff members and a description of your restaurants. Over time, when we write and distribute press releases, and successfully place stories in publications, we will add those to the press kit.
- Holding a special event is an excellent way to create your own story angle. As part of your restaurant PR campaign, we can coordinate a press party that will showcase your restaurant to appropriate reporters and editors at newspapers, magazines and TV stations in the areas where your restaurants are located, and we will also invite freelance writers who sell their work to magazines across the country.
- In the first month, we will write and distribute your first two press releases and/or story pitch letters. The story angles of these press releases will be determined in our first meeting, once we begin working together.
- Typically, it takes about four weeks before seeing the first wave of stories published. Newspapers tend to publish stories stemming from press releases faster than magazines, since newspapers are published either daily or weekly. Most regional and national magazines have longer lead times. By sending press releases to a mixture of newspapers and magazines, it creates ongoing exposure.

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- We will craft press releases in journalistic style which editors and reporters prefer, rather than self-serving marketing verbiage. Then, using the most comprehensive database of media contacts—Bacon's Media Source, we will send the press releases to appropriate print, Internet and broadcast media outlets; and follow up to encourage coverage and track media clips.
- Once stories are published, in addition to receiving invaluable exposure in the media, you can use reprinted versions of the stories as informational tools in a variety of ways, including reprints, showpieces inside your restaurants, on your Web site and in all of your marketing collaterals.

We are convinced, through these tested and proven tactics as listed below, that restaurant public relations is the answer to the growth of the restaurant business in today's market.

The Importance of an Effective Press Release

You only have one chance to make a good first impression. This adage is especially true in the case of writing and distributing a restaurant press release to the media. Sloppy, inaccurate and pointless releases are the first to hit the bottom of a reporter's trash can. To make sure yours isn't one of them, consider these suggestions.

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Accuracy Counts

It is better to not send a restaurant press release at all than distribute one that is plagued with typos and inaccuracies. Make sure you thoroughly proofread the copy and provide the necessary contact information.

Write about a Newsworthy Story

This is the most crucial element of a restaurant press release. If the story you are pitching is not newsworthy—if it is not a subject the media is interested in pursuing—then the press release is a waste of time.

Think like an Editor

If you have the ability to get inside an editor's head and learn what he is thinking about, then you will have success in getting stories published. If you learn what editors want—what they are looking for in a story then you will see your restaurant's name in print often.

Relevance is Crucial

Tie yourself in with a news event and make yourself part of a trend. Editors and reporters are always searching for interesting companies to include in trend stories and current events articles.

Be Persistent

It does no good to send out a restaurant press release and then wait for results to occur. That

practice is lazy and ineffective. If you believe in your story, and you believe that it's right for a particular media outlet, you need to have thick skin to see it in print. Send a pitch letter before you send a press release. Follow up with an e-mail and a phone call reinforcing your willingness to answer questions and provide more information. If one editor says no, try somebody else. If they all say no, come back at them with a different story angle.

Hire an Expert

To increase your chances for an effective restaurant public relations campaign, hire an expert who has been there and knows how to communicate with the media. Quantified Marketing Group's public relations division is staffed by seasoned media professional who have worked as reporters and editors before venturing into the public relations field.

Words and Expressions

breed [bri:d] *v.* 繁殖，饲养
billboard ['bilbɔ:d] *n.* 广告牌
buzz [bʌz] *v.* 嗡嗡声，东奔西忙
credential [kri'denʃəl] *n.* 证书，凭据
cultivate ['kʌltiveit] *v.* 培养
coverage ['kʌvəridʒ] *n.* 覆盖，覆盖范围
cumulative ['kju:mjuleitiv] *a.* 累积的
clip [klip] *n.* 夹子
cringe [krindʒ] *v.* 奉承
collateral [kə'lætərəl] *n.* 抵押品
dissolution [disə'lju:ʃən] *n.* 解除
exclusivity [ˌeksklu:'sivəti] *n.* 排外性
garner ['gɑ:nə] *v.* 储存
genuinely ['dʒenjuinli] *ad.* 真诚地，诚实地
intrusive [in'tru:siv] *a.* 侵入的
imposition [impə'ziʃən] *n.* 征收，强加
interstate ['intəsteit] *a.* 州际的
kit [kit] *n.* 装备
leverage ['li:vəridʒ] *v.* 杠杆作用
mega ['megə] *a.* 许多
newsworthy ['nju:zwə:ði] *a.* 有报道价值的
ongoing ['ɔngəuiŋ] *a.* 不间断的，进行的
outshine [aut'ʃain] *v.* 使相形见绌，胜过
outlet ['autlet] *n.* 批发商店

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perceive [pə'si:v] *v.* 察觉，感觉
plague [pleig] *v.* 折磨，使苦恼
premier ['premjə] *a.* 最初的
prestige [pre'sti:ʒ] *n.* 声望
prioritize [prai'ɔritaiz] *v.* 把…区分优先次序
proposition [prɔpə'ziʃən] *n.* 提议，主题
publicize ['pʌblisaiz] *v.* 宣传，公布
retainer [ri'teinə] *n.* 家臣，保持者
scarce [skɛəs] *a.* 稀有的
showpieces ['ʃəupi:s] *n.* 展示品
skepticism ['skeptisizəm] *n.* 怀疑论，怀疑的态度
slogan ['sləugən] *n.* 口号，标语
sloppy ['slɔpi] *a.* 草率的，粗心的
subtly ['sʌtli] *ad.* 精细地
synopsis [si'nɔpsis] *n.* 概要，大纲
tactics ['tæktiks] *n.* 策略
transient ['trænziənt] *a.* 短暂的
viable ['vaiəbl] *a.* 可行的
whittle ['hwitl] *v.* 削减，削弱
wit [wit] *n.* 智慧
wrap [ræp] *v.* 包，缠绕

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Notes

(1) higher-end：高端的。
(2) self-brand：自有品牌。
(3) time-frame：期限，时帧。

Text B　Accor Launches Backpacker Brand



Figure 9.1　backpacker

The new brand name has yet to be announced, but the backpackers' initiative will be rolled out over the next twelve months with a combination of new developments and management takeovers.

Accor(1) says it will enter the market with hostels that meet the four main criteria of backpacker travelers—prime locations, good-value prices, and high levels of safety and cleanliness.(2)

The first hostel is being developed out of a

heritage building located on Fort Street, Auckland in the heart of the city's backpacker and entertainment strip. The 435-bed hostel will have 40 suite bedrooms and 355 beds in share-rooms of mainly four to six beds.

The hostel will also include a bar and café area with regular entertainment and activities, self-cooking facilities, and a travel centre, which will provide internet and job search facilities, as well as assistance for visa applications, banking, CVs, and other clerical services.

Advertisement

The hostel is scheduled to open in October 2002, in time for the Louis Vuitton Challenge and America's Cup.

The second hostel will be in Wellington in Cambridge Terrace, just off Courtney Place, in the heart of the city's most popular restaurant and entertainment area. The 298-beds hostel will be developed out of heritage-listed 1930s art deco building, the King George Building.(3)

A third hostel is being finalised in Rotorua. Final discussions are taking place, but the hostel is already operating as backpacker's accommodation and is regarded as the city's best located hostel.

Other key destinations in New Zealand for Accor's backpacker chain include Christchurch and Queenstown. Following the roll-out(4) of its New Zealand network, Accor plans to establish a similar network of hostels in Australia, as the two countries are usually incorporated in the same itinerary.

Commenting on the launch of the backpacker initiative, Accor Managing Director for Australia/New Zealand, Michael Issenberg, said that the backpacker sector had proved itself to be the most resilient in the market.

"The backpacker travel experience is a very different one from that of the traditional tourist, who may book an all-inclusive holiday package and stay in hotels." he said.

"And all the evidence suggests that more and more travelers—irrespective of their financial status and even age—are choosing to travel this way because of the lifestyle aspects of the experience."

"Until now, most backpacker accommodation demand has been channelled into unbranded, low quality backpacker motels and hostels. Our aim is not to change the backpacker experience, but rather to make it better and more reliable."

Issenberg sees the backpacker market as a logical progression for Accor, as it already provides accommodation for the economy and budget sectors, and it recently entered the youth market with the first-ever Contiki Resort in Australia.

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Words and Expressions

Auckland	['ɔːklənd]	*n.* 奥克兰(新西兰港市)
all-inclusive	['ɔːlin'kluːsiv]	*a.* 包括一切的，详尽的
clerical	['klerikəl]	*a.* 办事员的
comment	['kɔment]	*n.* 评论，意见

Christchurch	[ˈkraisttʃəːtʃ]	*n.* 克赖斯特彻奇(新西兰城市)
finalise	[ˈfainəlaiz]	*v.* 使……结束
itinerary	[aiˈtinərəri;iˈtin-]	*n.* 旅程，路线
irrespective	[iriˈspektiv]	*a.* 无关的
resilient	[riˈziliənt]	*a.* 弹回的，有弹力的
strip	[strip]	*n.* 带，条状
status	[ˈsteitəs]	*n.* 地位，状态
takeover	[ˈteikəuvə]	*n.* 接管，验收
Wellington	[ˈweliŋtən]	*n.* 惠灵顿(新西兰首都)
America's Cup		美洲杯
Cambridge Terrace		剑桥露台
Fort Street		堡垒街

Notes

(1) Accor：法国雅高集团，经营旅馆业，在五大洲 91 个国家拥有从豪华到经济型共约 4 426 家旅馆。

(2) Accor says it will enter the market…levels of safety and cleanliness. 雅高集团说他们进入市场后提供的青年旅社会达到背包客们的 4 个主要标准，即黄金地段、超值价格、高水平的安全和清洁。

(3) The 298-beds hostel will be developed out of heritage-listed 1930s art deco building, the King George Building. 这家有 298 个床位的青年旅社将开发成 20 世纪 30 年代被列为世界遗产的艺术装饰建筑——英皇佐治大厦的风格。

(4) roll-out：初次公开展出。

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PART Ⅱ DIALOGUE

Dialogue 1 My Key Card Doesn't Work

W=Mr. White(怀特先生) H= housekeeper(客房服务员)

H：Housekeeping. Can I help you?

W：Yes, my husband and I checked in this afternoon. After dinner, I found one of my key card doesn't work. Could you replace it for me?

H：I'm sorry to hear that. Please give me your name and room number.

W：Our room is booked under the name of Bill White, and the room number is 807.

H：Thank you, Mr. White. You can go to the Front Office, and ask the staff there to help you rewrite or replace your card. I'm so sorry for the inconvenience.

W：OK, I see. By the way, is there an internet access in my room?

H：Yes, there is. You can find it right behind the dressing table. We also have wireless internet access.

W：That's terrific. Shall I input the number or password?

H：Not necessary. It's user-friendly.

W：Great. One more thing I have to mention is the picture of TV in my room is not clear.

H：Is this for every channel?

W：That's why I have to say.

H：OK, I see. I will send someone up to your room right now.

W：Thank you very much.

H：It's my pleasure.

H：客房部。有什么可以帮到您的吗?

W：我和我太太下午入住的。晚餐后，我们发现其中一个钥匙卡打不开门了，你们能不能给我们换一个?

H：非常抱歉。请报一下您的房号和姓名，先生。

W：我们订房的姓名是比尔•怀特，房号是807。

H：谢谢，怀特先生。您直接去前台，让那儿的服务员帮你们重做一下钥匙卡。对此给你们带来的不便我们深表歉意。

W：好的。明白了。还有，我们房间里有互联网接口吗?

H：有的。就在梳妆台的后面。另外，房间里还有无线网络服务。

W：太好了！需要输入什么号码或者密码吗?

H：不需要，用户可以直接使用。

W：好极了！还有一件事，我们房间电视的画面不太清楚。

H：每个频道都不清楚吗?

W：是呀！所以我才跟你们说的。

H：明白了。我马上就派个人上去给您看一下。

W：非常感谢。

H：不客气。

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Word Service Station

at one's service	随时提供服务	attendant	服务员
disturb	打扰	convenient	方便
button	按钮	right away	马上

Dialogue 2 Turn-down Service

A=attendant(服务员) G=guest(顾客)

A：Turn-down service. May I come in?

G：Come on in, please.

A：Good afternoon, Madam. May I do the turn-down service for you now?

G：Good afternoon. Turn-down service? What do you mean by that?

A：It's a kind of chamber service done by the Housekeeping Department in the afternoon. It includes switching on certain lights, tidying up the bed, cleaning the guest room and bathroom, emptying the waste bin, and so on.

G：I see. Well, I have had a bath just now and the bathroom is in a mess. Would you please tidy up the bathroom first?

A：Certainly, Madam. I'll clean the bathroom, and then make up the bed.

G：That's fine. Could you change the bath towels for me? They are a little bit dirty.

A：Right away. I'll place some fresh towels there.

G：Yes, that would be nice.

(Having done all on request.)

A：It's growing dark. Would you like me to draw the curtains for you， Madam?

G：Why not? That would be so cozy.

A：May I turn on the lights for you?

G：Yes, please. I'd like to do some reading.

A：Is there anything I can do for you, Madam?

G：Not at present. Thank you very much.

A：Pleased to be at your service. Have a very pleasant evening.

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A：夜床服务。我能进来吗？

G：请进。

A：下午好，女士。现在能为您做夜床服务吗？

G：下午好。夜床服务？什么意思？

A：是一种在下午由客房部承担的客房服务。它包括调整灯光，整理床铺，打扫会客室和浴室，倾倒垃圾等。

G：明白了。我刚刚洗了个澡，浴室有点乱。你能不能先打扫浴室？

A：当然可以，女士。我先打扫浴室，然后整理床铺。

G：好的。你能不能给我换下毛巾？有点脏了。

A：马上。我为您换上干净的毛巾。

G：那太好了。

(完成所有要求。)

A：天黑了。需要我为您放下窗帘吗，女士？

G：好的。那样会很舒服。

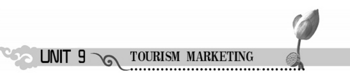
A：要开灯吗？

G：好的。我刚好想看看书。

A：还有什么事吗？

G：现在没了，非常感谢。

A：乐意随时为您效劳，晚安！



PART Ⅲ　TOURISM LINK：ARRIVAL/ DEPARTURE CARD

Arrival Card

Family Name		Given Name					
Nationality		Date of Birth	Day	Month	Year	☐ Male	☐ Female
Passport No.			Occupation				
Chinese Visa No.			Place of Issue				
Accompanied by							
Address in China (Hotel)			Host Organization				
Date and Flight No.			Signature				

Departure Card

Name in Full			☐ Male
			☐ Female
Nationality		Date of Birth	
Passport No.			
Accompanied by			
Date and Flight No.		Destination	
Signature			

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PART Ⅳ　GOOD TO KNOW：CASHIER'S TERMS

账户 account
出纳 cashier
信用卡 credit card
面值 denominations
兑换率 exchange rate
刷卡 imprint
高峰期 peak time
服务费 service charge
空头支票 bad check
保付支票 certificate check
借方 debit
押金 deposit
空白支票 blank check
零钱 change
欠款 debt
银行本票 treasurer's check
费用 fee, charge
付款 payment
收据 receipt
旅行支票 traveler's check
现金 cash
支票 check/cheque
欠款通知 debt notice
折扣 discount



附加费用	extra charge	礼券	gift certificate
小费	tip	工资支票	payroll check
个人支票	personal check	租金	rental

PART Ⅴ EXERCISES

I. Listening comprehension.

It's 60 feet long, made of lightweight, fuel-efficient material and can __1__ eight people out of this world and back.

The first commercial spaceship was unveiled by Sir Richard Branson, who hopes to start passenger trips within __2__ years. The price tag: £130 000

"In time we hope to get that price down and down and down so that, you know, one day, people can think: 'Shall I take my family on __3__ to the Caribbean or maybe we should try __4__ travel this year?' That's our aim."

Those that can pay will get the __5__ three-hour thrill ride. The __6__ rockets to 62 miles above the earth's surface. __7__ will feel weightless for up to five __8__ before heading down through the atmosphere and gliding back to earth.

Organizers say some 300 have already __9__ up. Space, as a tourist destination, may be one step __10__.

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II. Put the following into Chinese.

1. curio ____________
2. embroidery ____________
3. hemp ____________
4. silkworm ____________
5. beverage ____________
6. ginseng ____________
7. jade ____________
8. porcelain ____________
9. calligraphy ____________
10. crystal ____________

III. Fill in the blanks with words given below, make some changes if necessary.

check	isolate	stimulate	cholesterol	component
attribute	prevention	spinach	substrate	boost

1. Edward is not very cheerful. He needs a holiday to ____ him up.

2. Although high ____ will do harm to people's health, it is essential for children, especially those under two.

3. I hope my warning will ____ her to greater efforts.
4. Aquatic animals live in the ____ of a body of water, especially in a soft sea bottom.
5. How can my people produce the unit if we are missing a vital ____?
6. I don't like ____ even though I know it's good for me.
7. Scientists have ____ the virus causing the epidemic.
8. He is studying the branch of medicine that deals with tumors, including study of their development, diagnosis, treatment and ____.
9. They ____ their success to their teacher's encouragement.
10. If I hadn't kept myself in ____, I might have said something that I would have regretted later.

Ⅳ. Reading comprehension.

Musée du Louvre

The **Musée du Louvre**(1), or officially the Grand Louvre—in English, the **Louvre Museum** or **Great Louvre**, or simply the **Louvre**—is the largest national museum of France, the most visited museum in the world, and a historic monument. It is a central landmark of Paris, located on the Right Bank of the Seine(2) in the 1st arrondissement(3) (neighborhood). Nearly 35 000 objects from prehistory to the 19th century are exhibited over an area of 60 600 square metres (652 300 square feet).

The museum is housed in the Louvre Palace (Palais du Louvre) which began as a fortress built in the late 12th century under Philip Ⅱ. Remnants(4) of the fortress are still visible. The building was extended many times to form the present Louvre Palace. In 1672, Louis ⅩⅣ chose the Palace of Versailles(5) for his household, leaving the Louvre primarily as a place to display the royal collection, including, from 1692, a collection of antique sculpture. In 1692, the building was occupied by the Académie des Inscriptions et Belles Lettres(6) and the Académie Royale de Peinture et de Sculpture(7), which in 1699 held the first of a series of salons. The Académie remained at the Louvre for 100 years. During the French Revolution, the National Assembly decreed that the Louvre should be used as a museum, to display the nation's masterpieces.

The museum opened on 10 August 1793 with an exhibition of 537 paintings, the majority of the works being confiscated(8) church and royal property. Because of structural problems with the building, the museum was closed in 1796 until 1801. The size of the collection increased under Napoleon when the museum was renamed the Musée Napoléon. After his defeat at Waterloo(9), many works seized by Napoléon armies were returned to their original owners. The collection was further increased during the reigns of Louis X VIII and Charles X, and during the Second French Empire(10) the museum gained 20 000 pieces. Holdings have grown steadily through donations and gifts since the Third Republic, except during the two World Wars. As of 2008, the collection is divided among eight curatorial departments(11): Egyptian Antiquities; Near Eastern Antiquities; Greek, Etruscan, and Roman Antiquities; Islamic Art; Sculpture; Decorative Arts; Paintings; Prints and Drawings.

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(1) Musée du Louvre：卢浮宫。

(2) Seine：塞纳河。

(3) arrondissement：郡，县，区。

(4) remnants：遗迹。

(5) the Palace of Versailles：凡尔赛宫。

(6) the Académie des Inscriptions et Belles Lettres：法兰西铭文与美文学术院，简称“法兰西文学院”。

(7) Académie Royale de Peinture et de Sculpture：皇家绘画暨雕刻学院。

(8) confiscat：被征用的。

(9) Waterloo：滑铁卢。

(10) Second French Empire：法兰西第二帝国。

(11) curatorial department：馆部。

Give answers to the following questions.

1. What is the specific location of the **Louvre?**
2. How many objects are exhibited in the **Louvre?**
3. What was the original usage of the **Louvre**?
4. When did the **Louvre** begin to display the national masterpiece?
5. How many curatorial departments are there in the **Louvre**；what are they?

V. Translate the following sentences into Chinese. They are underlined in the texts.

1. Some higher-end restaurants are understandably concerned about publicity stunts and other marketing activities that seem to fly in the face of the exclusivity of their establishment.
2. Restaurant public relations builds credibility, lives longer than advertising, costs less than advertising and positions you and your company as the experts.
3. Upon reaching an agreement to start the public relations campaign, we will have our first “official” meeting, in which we will prioritize the press release story angles, determine a timeline of when the releases will be distributed to the media and gather information to create your press kit.
4. Effective restaurant public relations can create record sales for your company and often for less than the cost of a single newspaper ad or billboard.
5. “Until now, most backpacker accommodation demand has been channeled into unbranded, low quality backpacker motels and hostels. Our aim is not to change the backpacker experience, but rather to make it better and more reliable.

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VI. Writing.

Write an advertisement for a tourist attraction in your hometown, paying attention to the persuasive tone.

UNIT 10　COMMUNICATION

PART Ⅰ　TEXT

Text A　Communication Skills

In the future, business will base competition not just on product quality but also on service. Although there is a great deal that management can do to improve customer relations, the personnel responsible for making or breaking an operation's reputation are the service employees. Many managers assume that their employees know how to deal with people. When faced with a problem guest, employees are expected to use their own judgment. But all too often, they handle the situation poorly and lose the customer. In the past, employees were taught the technical, but not the interpersonal skills required to perform the job. Today, however, the number of operations providing guest relations training is increasing. We can no longer assume that good communication skills are inborn. Service employees can and must be taught how to deal with guests.

Just as carpenters and plumbers must have the right tools to do their jobs, so must service employees. In addition to tangible supplies, they must be armed with basic communication skills.

Ideally, only people—centered individuals concerned with the welfare of others should be hired. Yet even if you are fortunate enough to have only warm, compassionate, outgoing employees, you cannot assume that they know how to deal with angry guests. Today's employees must be able to understand their behavior and recognize its effect on others. Before employees can be expected to provide service, they must be able to listen to others, use proper language, be aware of their tone of voice, read the guest's body language, and, perhaps most importantly, empathize with or place themselves in the guest's position. Without these basic tools, guest service will be forced and mechanical.

Listening: According to experts, 40 percent of our interpersonal communication is listening, even though we receive little formal training in this communication skill. We often equate listening with hearing, but listening also includes the interpretation and integration of and the response to what was heard. If a diner says to his waiter, "I have an important meeting in a half-hour," and the waiter fails to infer the guest's need for quick service, there will be a problem. We all are guilty of occasionally hearing without listening; overcoming these errors requires awareness and discipline. The following are common listening errors:

- Interrupting
- Jumping to conclusions
- Changing the subject
- Thinking about what you want to say

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- Thinking about something else
- Rushing the speakers by saying "umhm, umhm, umhm"
- Failing to maintain eye contact
- Ignoring nonverbal cues

We first must acknowledge our failure to listen and then force ourselves to concentrate on that the sender is communicating. Remember to let the speaker finish his or her thought and to avoid reacting until you have heard the whole story. It may also be helpful to ask relevant questions, which will allow you to gain additional information and, at the same time, will let the speaker know that you are paying attention.

Active versus Passive Listening: The passive listener hears what the other person is saying but fails to respond appropriately. For example, a guest is checking out and says to the desk clerk, "The room was very dirty. It hadn't been dusted, and the carpet wasn't even vacuumed. I'm really surprised that such a well-known hotel wouldn't be more concerned with cleanliness." The clerk hears what she says but responds passively by saying, "Oh, I'm sorry to hear that. Will you be paying cash or using a credit card? "

On the other hand, active listening is a sincere attempt to understand what is being communicated; it is more than just hearing what the person says. The following are three components of active listening.

Sorting: Sorting is focusing on important information and disregarding unimportant information. If a guest states that there is a leak in the ceiling of his room and then goes on to describe similar problems in his summer home, it is up to the listener to stay on track by asking questions about the problem at hand.

Responding: We tell people know that we are paying attention by using both verbal and nonverbal cues. We say things like "Hmm, tell me more about that" and "Yes". Nonverbal cues include nodding, smiling, and eye contact.

Reflecting: Reflecting is letting the speaker know that we understand by reflecting or restating what was said. If a diner says, "This steak is terrible," you reflect back, "You're unhappy with your steak and can't eat it." This lets the diner know that you are listening and encouraging him to provide additional information.

A good listener empathizes with the speaker, or responds to both the words and the feelings transmitted. Empathy does not signify agreement, but it does mean that the listener understands what was said. If a guest tells a server, "I just had a terrible day. I lost a million-dollar account that I thought was all sewed up (1)," the empathic response would be, "That's really rough. You must be very disappointed." A less empathic server might just say, "That's too bad" or talk about how bad her day was, too.

Listening is a communication tool that can be developed. We can increase our listening skills by becoming more aware of our listening habits. Another strategy that will facilitate listening is to talk less. Good advice can be found in an old proverb: "Listening provokes wisdom; speaking provokes repentance." (2)

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The Power of Words: The words with which we communicate can have a positive or negative effect on the listener's perception of our message. Some people sound critical, although this might not be their intention. For example, a guest wants to cash a check at the front desk and the employee says, "Our policy states that you must have two major credit cards and a driver's license to cash a check." Although this statement gets the message across, it does sound rather rigid. Instead, the clerk might have said, "I'll be happy to cash your check. I'll need to see two major credit cards and your driver's license for verification." Try to avoid using the critical and blaming statements and instead choose the more neutral alternatives.

Other words can have more than one meaning or interpretation and so also block communication. If a room service operator tells a guest, "Your meal will arrive soon," the guest might assume that this means he will have his meal in ten minutes, when the operator's definition of soon was more like 20 or 30 minutes.

Try to think what we mean by these expressions:

- Occasionally
- Usually occurs
- Soon
- Those are the rules
- Often
- Sometimes
- Probably
- I'll see what I can do
- In a little while

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When dealing with guests, be sure to communicate your definition of these and other vague words, so as to avoid confusion.

Another communication error is the use of "cop-out"[(3)] words or phrases. By using these, we attempt to shift the focus or blame to someone else, avoiding responsibility for our statement or actions. For example, statement by a server such as "This isn't my station" or "I'm just following orders" is cop-out statements. When we use these statements, we are shifting the focus of responsibility to someone else and making ourselves appear weak and ineffectual. Customers then will feel that they are getting the runaround and cannot find anyone who will solve their problem[(4)].

Tone of Voice: The old adage that it is not just what you say but how you say it contains a great deal of truth. The tone of voice used when communicating with others can often reveal more of your true meaning than can the word you use. For instance, a desk clerk might say, "I didn't realize you wanted a double room," using a very critical, blaming tone of voice, thereby sending the message that the customer somehow failed to impart the proper information. Another clerk might use the same words but utter them apologetically, thereby implying that more information should have been requested of the guest. Our tone of voice almost always reveals our true feelings. Although management may be able to control the words used by guest service

employees, it is difficult to control their tone of voice. If they feel superior to or critical of a guest, their voice will reveal this.

Empathy: Empathy is a powerful tool for guest service employees. Angry or disappointed customers will be at least partially mollified if they feel that the employee can at least see why they are upset. Empathy does not mean that you must always agree with the guest, just that you can see his or her side of the problem. If a customer calls a busy restaurant at 4:00 p.m. asking for a reservation for that evening and the hostess says, "I'm very sorry to disappoint you, but all of our tables are reserved until 10:00 p.m. this evening," he will feel much better about being refused than if the hostess says, "You should have called sooner. We're always booked solid(5) on Saturday night." The first statement implies that the hostess is genuinely sorry that the request cannot be honored, whereas the second statement conveys the hostess' feelings of superiority.

Perhaps one of the most difficult characteristics to foster in guest service employees is empathy, as it is not easily taught. Some people simple are more sympathetic than others are.

Other than this, there are still a lot of other aspects concerning non-verbal communication. No matter you are the giver or recipient of information, verbal expression can only be taken as one part of the whole process. Your eyes, your ears, your mind, as well as other sense organs should be actively involved. By this you will find in surprise that information influx in such a variety of channels. All this enables you to get yourself across or understand others in a much easier way.

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Words and Expressions

adage	['ædidʒ]	*n.*	谚语，格言
compassionate	[kəm'pæʃənət]	*a.*	富于同情心的
disregard	[disri'gɑ:d]	*v.*	忽视，不顾
empathy	['empəθi]	*n.*	神会，共感
genuinely	['dʒenjuinli]	*ad.*	真诚地，诚实地
impart	[im'pɑ:t]	*v.*	告知，授给
influx	['inflʌks]	*n.*	流入，注入
infer	[in'fə:]	*v.*	推断
integration	[inti'greiʃən]	*n.*	综合
interpersonal	[intə'pə:sənəl]	*a.*	人与人之间关系的
interpretation	[intə:pri'teiʃən]	*n.*	解释，理解
mechanical	[mi'kænikəl]	*a.*	机械的，呆板的
mollify	['mɔlifai]	*v.*	使(某人)息怒、平静
neutral	['nju:trəl]	*a.*	中立的，中性的
proverb	['prɔvə:b]	*v.*	谚语，格言
provoke	[prə'vəuk]	*v.*	驱使
repentance	[ri'pentəns]	*n.*	后悔，悔改

runaround	['rʌnəraund]	*n.*	欺骗，瞒哄或搪塞某人
strategy	['strætədʒi]	*n.*	策略，军略
sympathetic	[simpə'θetik]	*a.*	同情心的，合意的，赞成的
vacuum	['vækjuəm]	*v.*	用真空吸尘器打扫
vague	[veig]	*a.*	含糊的，不清楚的
verification	[ˌverifi'keiʃən]	*n.*	确认，查证
versus	['vəːsəs]	*prep.*	相对，对
be concerned with			牵涉到，与……有关，参与
body language			体态语言，手势语言
be aware of			意识到
cash a check			将支票兑换成现金
cop-out			逃避的行为或借口
desk clerk			前台接待人员
get across			使人理解
nonverbal cue			非语言的暗示

Notes

(1) I lost a million-dollar account that I thought was all sewed up. 今天我失去了一个原本已经确定了的百万美元的客户。sewed up：赢了的，决定了的。

(2) Listening provokes wisdom; speaking provokes repentance. 多听则明；多言必失。

(3) Another communication error is the use of "cop-out" words or phrase. 交流中的另一个错误是使用一些逃避责任的词语。

(4) Customers then will feel that they are getting the runaround and cannot find anyone who will solve their problem. 客人会认为我们在搪塞他们，没有人为他们解决问题。

(5) We're always booked solid on Saturday night. 在星期六的晚上我们通常是客满的。booked solid：客满。

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Text B The Concept of "Face" in Chinese-American Interaction

Americans rarely speak about face, so you might suspect that concern for face is a Chinese (or Asian) preoccupation. But sociologists know that the concept exists among Americans as well as among the Chinese. Scholars who have examined the face concept have pronounced it a universal concern of human beings.

In all societies, each person (not including infants and small children or those suffering from serious mental illness) presents him or herself as a certain type of human being to relatives, friends, colleagues, acquaintances, and even to strangers. This means that the person claims to be someone with certain characteristics and traits. One generally makes such claims by implicit means: dialect and accent, topics of discussion, attire and self-decoration, usual patterns of

behavior, values and attitudes (inferred from behaviors), choice of companions, and so on. One might also make such claims by explicit (verbal) means: "I am such-and-such a type of person. I usually do thus-and-so when faced with a certain kind of situation.[(1)]"

Human characteristics and traits can vary enormously. Here are just six examples drawn from the dozens of parameters along which human differences can be described. Each is deliberately stated in terms of polar opposites, whereas, of course, any given human being can be described as existing anywhere on the continuum between those two opposites: ①concern or lack of concern for attractive physical appearance; ②preference for order or disorder in maintaining one's possessions; ③concern or lack of concern for religious values and practices; ④preference for self-restraint or self-indulgence; ⑤tendency to be nurturing and kind, or stern and demanding, toward others; ⑥tendency to be creative or conformist in thinking.

As people grow into adulthood, they gradually adopt certain claims regarding their own characteristics and traits, and they learn to make these claims, implicitly and sometimes explicitly, to others. People also learn to recognize other individuals' implicit claims about themselves and to accept (or in some case to appear to accept) those claims. One might say that people learn to accept "at face value" another person's "line" regarding the type of person that he or she is. This set of claims, or line, of each person is his or her face.

In every social situation, everyone present is putting forward a certain face. As long as each person's face, the social situation can proceed relatively smoothly in the sense that personal relationships can develop and business can be transacted. Mutual acceptance of another's face does not guarantee that people will agree about everything or will feel highly positive about one another. Personal relationships may develop toward friendship or enmity; business dealings may yield deals or disappointment. The point is that the focus of the social situation is the desires and concerns of its participants, not the implicit claims of those participants about their traits and characteristics.

It is entirely possible to call into question the claims of any person regarding his or her characteristics and traits. One may do this in an explicit manner, as occurs when someone cries out in anger to another, "You are a liar! You are a fraud!" In such a case, the focus of the social situation shifts abruptly from the desires and concerns of its participants to the image that one of the participants has been putting forward to the others. To be accused of lying of fraud is to have one's face called into question, to have one's apparent integrity impugned. The accusers are saying, in effect, "Your traits and characteristics are not what you want us to believe they are." For the accused, this is a most difficult and embarrassing moment, regardless of whether he or she is honest or deceitful.

It is also possible to call into question a person's face in an implicit manner. Doing so requires that one fail to accept at face value the traits and characteristics the other person is claiming. There are countless ways of doing this; here are two examples.

1. Suppose that a new graduate student, proud of her straight-A college record, behaving as a young adult professional should and wearing her dress-for-success suit, enters the office of her

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new academic adviser. In the course of their conversation, he refers to her as a "girl", talks down to her by explaining a simple point in her field, and questions her ability to complete the academic year successfully. The adviser has implicitly called into question the young woman's claims about herself, causing her to lose face.

2. Suppose that, during a school holiday, a father takes his ten-year-old daughter with him to his office. The father's supervisor appears and, in full view of the daughter, severely criticize the father for some error.(2) In this case, the father's claims about himself to his supervisor are damaged; his claims about himself to his daughter are even more damaged. It is a supervisor's place to correct the errors of subordinates (though there are tactful as well as harsh ways of doing this). But the father feels deeply embarrassed in front of his daughter, since the validity of his face is likely to have been severely undermined from her point of view.

If you have ever told a white lie(3), you have a basis in your own experience for understanding face. The purpose of a white lie is to enable you to avoid calling into question the views that someone holds of him or herself. It is, in other words, a face-saving(4) device. The face that the white liar is saving may be his own as well as that of the person to whom the lie is told.

Purposeful duplicity is hardly the only way to maintain one's own face and that of acquaintances. Personal qualities such as tact, diplomacy, and sensitivity, which are admired by Americans, are related to one's ability to recognize and preserve others' claims for themselves. So, even though people in the United States rarely talk about face, they do recognize its existence as well as its value in enabling all parties to a social interaction to maintain their claims.

The basic parameters of the face concept, then, are these.

(1) Each person's set of personal claims is socially vital as a pattern of characteristics that other people can recognize and expect to be more or less consistent. Other learns to interact with that person in order to transact business or develop a relationship.

(2) Each person's set of personal claims is psychologically vital as the pattern of characteristics that constitutes his or her identity, generating a sense of dignity, integrity, and self-respect.

(3) This set of claims about oneself is one's face, the sense of self that one puts forward to others which reasonable (if not perfect) consistency.

(4) In any type of social situation. Everyone present has a stake in preserving everyone else's face as well as his or her own; the mutual preservation of face enables social life to proceed. Tact, diplomacy, and sensitivity are among the admirable behavioral qualities that enable the parties to social interaction to do this successfully. White lying, perhaps less admirable, also enables people to preserve face.

(5) Loss of face occurs when a person's set of claims is implicitly or explicitly called into question by others. Loss of face creates embarrassment and perhaps anger in the person so questioned because, with or without justification, it threatens to unmask the individual, to strip away the role he or she has been taking with others.

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(6) The person who has unintentionally caused another's loss of face is also likely to loss face because he or she probably views him or herself as someone who is sufficiently tactful to avoid causing such embarrassment.

(7) When anyone obviously loses face, the focus of the social situation quickly shifts, at least momentarily, to concern over what will be done about the situation by the person who lost face and by the person who caused the problem.

Words and Expressions

abruptly	[ə'brʌptli]	*ad*. 突然地，莽撞地
acquaintance	[ə'kweintəns]	*n*. 占据思想，全神贯注
attire	[ə'taiə]	*n*. 服装，盛装
		v. 穿衣，打扮
conformist	[kən'fɔːmist]	*n*. 遵奉者
		a. 因循守旧的
countless	['kauntləs]	*a*. 无数的，多得数不清的
deceitful	[di'siːtful]	*a*. 欺诈的，欺骗的
deliberately	[di'libərətli]	*ad*. 故意地，不慌不忙地
dignity	['dignəti]	*n*. 尊严，高贵
diplomacy	[di'pləuməsiː]	*n*. 外交
duplicity	[djuː'plisəti]	*n*. 欺骗，口是心非
embarrassed	[im'bærəst]	*a*. 尴尬的，拮据的
fraud	[frɔ'd]	*n*. 欺骗，诈骗
implicit	[im'plisit]	*a*. 含蓄的，绝对的
impugn	[im'pjuːn]	*v*. 责难，抨击
integrity	[in'tegrəti]	*n*. 完整，完善，正直
mutual	['mjuːtʃuəl]	*a*. 共同的，相互的
parameters	[pə'ræmitəz]	*n*. 参数
polar	['pəulə]	*a*. 两极的，对立的
preoccupation	[priˌɔːkju'peiʃən]	*n*. 熟人，相识
		n. 极线，极性
tact	[tækt]	*n*. 机智，手法
unintentionally	[ˌʌnin'tenʃənl]	*a*. 非故意的，无心的
unmask	[ˌʌn'mæsk]	*v*. 除去面具，揭露
self-indulgence		自我放纵，任性
self-restraint		自制
strip away		揭掉，去掉

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Notes

(1) I am such-and-such a type of person. I usually do thus-and-so when faced with a certain kind of situation. 我是这种类型的人，当遇到某些特定情况的时候我会这么做。such-and-such：某某的，如此这般的，这样那样的。

(2) The father's supervisor appears and, in full view of the daughter, severely criticized the father for some error. 父亲的主管出现了，当着女儿的面，对父亲工作中的一些错误给予了严厉的批评。in full view of：把……尽收眼底；完全在……视野之中。

(3) white lie：善意的谎言。

(4) face-saving：保全面子的，顾全面子的。

PART Ⅱ DIALOGUE

Dialogue 1 Lodging a Complaint at a Hotel

O=operator(接线员) G=guest(客人) A=attendant(服务员)

O：Housekeeping. May I help you?

G：Yes. I sent a sweater to the laundry but it comes back badly shrunk.

O：We're very sorry, madam. I'll send someone immediately.

(Five minutes later.)

A：Housekeeping. May I come in?

G：Yes. Look at this sweater. It's ruined.

A：We're very sorry, madam. Could you buy a replacement here and give us the receipt? We will refund the cost of the laundry and the new sweater.

G：I'm afraid I won't have time to buy a new one!

A：Could you buy a replacement in your hometown and send us the receipt? We will send you a bank draft for the amount.

G：Sounds reasonable.

A：Could you fill out this form with your name and forwarding address?

G：Ok. Here you are.

A：We are very sorry for the inconvenience.

O：客房管理部。需要我效劳吗?

G：是的。我有一件毛衣拿去送洗，但是送回来后严重缩水。

O：女士，非常抱歉。我立刻派人过去。

(5分钟后。)

A：客房管理部。我可以进来吗?

G：可以。看看这件毛衣，它被洗坏了。

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A：女士，非常抱歉。您在此地买件替代品，并把收据交给我们好吗？我们会退还洗衣和新毛衣的费用。

G：恐怕我没有时间去买新的！

A：您可以在家乡买到替代品，并把收据寄给我们吗？我们会用银行汇票把钱寄给您。

G：这听起来很合理。

A：请在表格上填写您的名字和转寄地址，好吗？

G：好的。给您。

A：给您带来不便，我们很抱歉。

Word Service Station

corridor	走廊	draft	汇票
refund	归还	laundry	洗衣房
stain	玷污	replacement	替换

Dialogue 2　Hold on, please.

Conversation 1

A：Hello, this is Room 356. Would you please bring me a more bath towel?

B：Hold on for a moment, please. I will put you through to Room Service.

C：Hello, what can do for you?

A：Would you please bring Room 356 a more bath towel?

C：No problem. Wait a while, please.

A：您好，这是356房间，可以再给我送上来一条浴巾吗？

B：您稍等，我帮您转接到客房服务。

C：您好，我能为您做什么？

A：可以给356房间再送上来一条浴巾吗？

C：没问题，请您稍等。

Conversation 2

A：This is the front desk. Can I help you?

B：This is Room 478. Someone has broken into my room.

A：Have you lost something?

B：Yes, my bank card and two thousand dollars are missing.

A：Wait a minute. I'll call the manager to take care of this right now.

A：这里是前台，请问我可以帮助您吗？

B：这里是478房间，我的房间被偷了。

A：您丢失了什么东西吗？

B：是的，我的银行卡和2 000美元不见了。

A：您稍等，我这就给经理打电话，让他处理这件事。

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PART Ⅲ TOURISM LINK: BAGGAGE DECLARATION FORM

Name ____

Nationality ____________________ Passport No. ____________________

From /To ____

Number Of Accompanying Children under 16 ____________________

Hand Baggage ______________ Pcs. Checked Baggage ________________ Pcs.

Item	Entry		Exit	
Chinese & Foreign Currencies	Description & Amount		Description & Amount	
Gold & Silver Ornaments				
Trip Necessities	Brand	Piece	Brand	Piece
Camera				
Tape recorder				
Video & Movie Camera				
Other Articles due to Custom Procedures				
Good and Samples	Yes ☐ / No ☐		Yes ☐ / No ☐	
Recorded Video Tape	Yes ☐ / No ☐		Yes ☐ / No ☐	
Printed Matter	Yes ☐ / No ☐		Yes ☐ / No ☐	
Antiques	Yes ☐ / No ☐		Yes ☐ / No ☐	

Durable Consumer Goods (Price≥RMB 50.00) and Gifts (Total Price≥RMB 50.00)

Description	Brand	Piece	Customs Remarks

IN ADDITION ____ PIECES OF UNACCOMPANIED BAGGAGE ARE TO BE IMPORTED THROUGH ____ WITHIN 3 MONTHS

SIGNATURE: __________ DATE: __________

CUSTOMS REMARKS:

CUSTOMS SEAL

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PART Ⅳ GOOD TO KNOW: CHINESE ART

手工艺，手工艺品	handicraft	机绣	machine embroidery
刺绣品，刺绣	embroidery	手工绣	hand embroidery
雕绣	cutwork embroidery	平绣	plain embroidery
双面绣	double-sided embroidery	藤制品	cane products
景泰蓝瓷器	cloisonné	八扇屏风	floor screen
石雕	stone carving	宫扇	mandarin fan
木雕	wood figurine	绢扇	silk fan
玉雕	jade carving	折扇	folding fan
彩塑	color modeling	绢画	silk painting
绢花	silk flower	山水画	landscape painting
翻花	magic flower	草编织品	straw articles
国画	traditional Chinese painting	古典画	classical painting
玉米皮制品	maize-leaf articles		

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PART Ⅴ EXERCISES

I. Listening comprehension.

Eye Contact

You know how eye contact is a pretty important component of __1__ with people, right? So scientists recently tested this by measuring people's brain activity as they responded to pictures of angry people and pictures of people who look afraid and it turns out that eye contact plays an important role when people are evaluating __2__ threats.

If we __3__ your brain activity, we'd see that the part of your brain that regulates emotions and __4__ potential threats was hard at work. On the other hand, if I've been scowling at something else, like this microphone, this wouldn't have __5__ you nearly as much. And the exact opposite is true for fear. If I was staring at something and looking really __6__, your brain would work harder to figure out if whatever is scaring me may also pose a __7__ to you.

Eye contact means different things in different situations. If you're mad and looking at me, you might be a __8__. But if you're scared and looking at me, it's unlikely that you're going to attack. Right. So what the study suggests is that when you're studying __9__, you have to take eye contact into consideration. It also suggests that in ambiguous situations, your brain has to do more work to __10__ other people's facial expressions in order to be able to evaluate the situation and respond appropriately.



II. Put the following into Chinese.

1. Thanksgiving ____________________
2. outlet ____________________
3. ounce ____________________
4. refund ____________________
5. pharmaceuticals ____________________
6. accommodate ____________________
7. exchange ____________________
8. paradise ____________________
9. toiletry ____________________
10. pharmacy ____________________

III. Fill in the blanks with words given below, and make some changes if necessary.

identical	discount	bargain	in hopes of	accumulate
end up	paradise	on sale	abuse	beyond one's budget

1. Many people think Hong Kong is a ____ to shoppers.
2. All through the winter, we live ____ warmer weather.
3. The copy is ____ with the original.
4. You should not ____ your power.
5. If you don't work hard, you'll ____ nowhere.
6. I got this hat ____; it was very cheap.
7. You want to buy a car? That is ____.
8. The teacher told us to ____ the words through extensive reading.
9. In some shops you have to ____.
10. In this store, the ____ is very huge on weekends. Sometimes you can even get 70%.

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IV. Reading comprehension.

As is the case in many cultures, the degree to which a minority group was seen as different from the characteristics of the dominant majority determined the extent of that group's acceptance. Immigrants who were like the earlier settlers were accepted. The large numbers of immigrants with significantly different characteristics tended to be viewed as a threat to basic American values and the American way of life.

This was particularly true of the immigrants who arrived by the millions during the late nineteenth and early twentieth centuries. Most of them came from poverty-stricken nations of southern and eastern Europe. They spoke languages other than English, and large numbers of them were Catholics or Jews.

Americans at the time were very fearful of this new flood of immigrants. They were afraid that

these people were so accustomed to lives of poverty and dependence that they would not understand such basic American values as freedom, self-reliance and competition. There were so many new immigrants that they might even change the basic values of the nation in undesirable ways.

Americans tried to meet what they saw as a threat to their values by offering English instruction for the new immigrants and citizenship classes to teach them basic American beliefs. The immigrants, however, often felt that their American teachers disapproved of the traditions of their homeland. Moreover, learning about American values gave them little help in meeting their most important needs such as employment, food, and a place to live.

Far more helpful to the new immigrants were the "political bosses" of the larger cities of the northeastern United States, where most of the immigrants first arrived. Those bosses saw to many of the practical needs of the immigrants and were more accepting of the different homeland traditions. In exchange for their help, the political bosses expected the immigrants to keep them in power by voting for them in elections.

In spite of this, many scholars believe that the political bosses performed an important function in the late nineteenth and early twentieth centuries. They helped to assimilate large numbers of disadvantaged white immigrants into the larger American culture. The fact that the United States had a rapidly expanding economy at the turn of the century made it possible for these new immigrants, often with the help of the bosses, to better their standard of living in the United States. As a result of these new opportunities and new rewards, immigrants came to accept most of the values of the larger American culture and were in turn accepted by the great majority of Americans. For white ethnic groups, therefore, it is generally true that their feeling of being a part of the larger culture, that is "American" is much stronger than their feeling of belonging to a separate ethnic group—Irish, Italian, Polish, etc.

1. A minority group's acceptance to the country was determined by ____.
   [A] the difference they showed from the majority
   [B] the time when they arrived at the new land
   [C] the background conditions they came from
   [D] the religious group to which they belonged

2. The immigrants' flushing in was considered a threat to American value mainly because they ____.
   [A] came from poverty-stricken nations of southern and eastern Europe
   [B] had been accustomed to poverty and dependence
   [C] had different homeland traditions and other particular characteristics
   [D] did not speak English

3. "citizenship classes" (Para.4) were offered because Americans ____.
   [A] wanted to help the immigrants to solve their practical needs
   [B] would not accept any groups with different traditions
   [C] wanted the immigrants to deal with the threat to the American values
   [D] wanted the immigrants to learn about and to keep the American values

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4. The political bosses helped the new immigrants for the main purpose of ____.
   [A] showing off their political powers and advantages
   [B] getting support in elections
   [C] assimilating the minority into the majority
   [D] showing their generosity

5. The living standards of the new immigrants were improved in the late nineteenth and early twentieth centuries mainly because ____.
   [A] they kept the political bosses in power
   [B] the political noses gave them a lot of practical help
   [C] they had a much stronger feeling of being a part of the larger culture
   [D] there was a rapid growth in American economy at that time

V. Translate the following sentences into Chinese. They are underlined in the texts.

1. Although there is a great deal that management can do to improve customer relations, the personnel responsible for making or breaking an operation's reputation are the service employees.
2. We can no longer assume that good communication skills are inborn.
3. Without these basic tools, guest service will be forced and mechanical.
4. The old adage that it is not just what you say but how you say it contains a great deal of truth.
5. The face that the white liar is saving may be his own as well as that of the person to whom the lie is told.

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VI. Writing.

How to Write a Complaint Letter

Not every service or product meets our satisfaction. When we are dissatisfied, we should voice our dissatisfaction. In this way, we can have the seller or provide replace the defective goods, re-supply the service, or refund our money. No seller likes to do any of these, but our carefully written letter of complaint may motivate him to do so.

When we write a letter of complaint, we will do well to keep these tips in mind: First, be courteous though firm. We will not win the seller's cooperation by anger. Secondly, be reasonable; Show logically and factually that the responsibility lies with the seller. The seller should be impressed with our fairness and quiet grasp of the facts in the matter. Thirdly, be specific about what is wrong. Be equally specific about what we want done about it. Lastly, tell how we have been hurt or inconvenienced by the problem. This strengthens our argument for compensation.

If we can follow these tips in writing our letters of complaint, chances are that we may succeed in what we intend.

Simulate and create: Draft a complaint letter about the poor service you received at a shopping center.

UNIT 11 TOURIST ATTRACTIONS

PART Ⅰ TEXT

Text A Touring round Banff [1]

Your visit to the Canadian Rockies[2] would not be complete without taking a closer look at the surrounding wilderness. The Banff and Lake Louise[3] Visitor Centers provide excellent brochures describing the geological and historical development of the area. For more than a century, many explorers have been dazzled by the magnificent Rocky Mountains[4], yet many of the summits and faces have only been challenged by mountain climbers in more recent decades. Nevertheless, even the occasional traveler can enjoy the beauty of the mountains from the valleys below. Here we begin our journey in the Banff vicinity, moving along the TransCanada Highway to Lake Louise. Most of the locals know the names of prominent peaks, mountain ranges, passes, lakes and rivers. We think you'll want to know a few too.

In and Around Banff

A few hours or a few days to spend? No matter. The sights, sounds and smells of the wilderness are at your doorstep. Watch for the elk that stroll through town parks and alleyways. South of the Bow River [5] bridge, behind the Park Administration Building, you'll find Mountain Avenue[6], the road to Sulphur Mountain[7]. The paved road winds through dense forest for 4 km to the Upper Hot Spring Pool, on the right, and to the Sulphur Mountain Gondola lower terminal straight ahead. The pool is available for soaking, and the views from atop the gondola are sensational—mountain ranges and the entire Banff townsite and valley stretch before you. Bow Falls[8] has resulted from the Bow River flowing over the limestone bedrock between Mt. Rundle[9] and Tunnel Mountain[10]. The Spray River[11] flows into the Bow at this point with the pounding water creating powerful rapids. The falls are accessible from the road to the Fairmont Banff Springs Golf Course.

Tunnel Mountain offers beautiful views of Banff, Mt. Rundle and the Bow Valley. This mountain, just east of the Banff townsite, was originally surveyed as the site for a railway tunnel. Plans were abandoned for a more economical line, which is the current route of the TransCanada Highway. Though the plans were changed, the original name for this mountain remained.

The native Indians believed the Hoodoos were nocturnal giants who awoke to pound the passerby with rocks hurled from the mountainside. Geologists believe the formations were cemented together with dissolving limestone over 20 000 years ago. Scientific analysis tells us the Hoodoos were pillars of glacial till. They are visible from the lookout point off Tunnel Mountain Road.

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Mt. Rundle, named for Robert Rundle, the Wesleyan missionary who passed through the region in the 1840s, rises to 2 949 metres (9 700 feet). It is one of Banff 's signature sights and is often seen on postcards or paintings with the town of Banff nestled just below it. Seven distinct high points along its ridge stretch southeast from Banff to the Whiteman's Gap. The 6.4 km (3.8 mile) drive to Mt. Norquay[12] begins north of the TransCanada Highway from Banff, with a winding two-lane road providing striking views of Banff and the Vermilion Lakes[13]. The elevation of Mt. Norquay is 2 522 meters (8 300 feet), and it is one of Banff's popular skiing areas in the winter.

The Vermilion Lakes are the most important wetlands for migratory birds in Banff National Park. Located near Banff, just south of the TransCanada Highway, the three lakes are connected by marshes and beaver dams. The varied lakeshore habitat makes this one of the richest bird and wildlife areas in the Park. Cascade Mountain[14], towers 2 998 metres (9 840 feet) north of the Banff townsite. Part of the Vermilion Range of mountains[15], Cascade's prominent waterfall can be viewed from the TransCanada Highway. The Lake Minnewanka[16] loop road takes you to several popular sites for interpretive walking tours, picnicking, biking or fishing. Bankhead is 8 km (4.8 miles) northeast of Banff on the road to Lake Minnewanka. Watch for signs for Lower Bankhead, an abandoned coal mine, and Upper Bankhead, site of the previous coal mining community. The same forces that shaped the mountains also left exposed rich seams of coal on Cascade Mountain. In Banff's early days, these seams were mined to fuel the railway's ever-hungry steam engines. While industrial activities such as mining are no longer allowed in National Parks, visitors can walk through the scattered remains of the ghost coal town. Interpretive signs at the beginning of the self-guided trail will help you to discover Bankhead's story.

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Two Jack Lake and Johnson Lake, the smallest of the three area lakes, are reachable from the Lake Minnewanka Drive via a loop. Both are popular spots for fishing, picnics and canoeing. You're likely to see Bighorn sheep[17] on your circuit. Lake Minnewanka is the largest lake in the Park, and the only one on which power boats are permitted. It is very popular with trout fishermen. Minnewanka, meaning "Lake of the Water Spirit" is also a popular family recreational family centre, with picnic areas, a snack shop, trails along the lake, boating and fishing.

The Bow Valley Parkway - Highway 1A

Although the TransCanada Highway is the better known route between Banff and Lake Louise, the Bow Valley Parkway[18] (Highway 1A), which parallels the TransCanada, is very scenic and provides a more leisurely experience. Watch for interpretive signs, picnic areas and trail heads along the way. You can almost count on seeing wildlife from this road. Numerous campgrounds, too, are located on this route, which begins 6 km (3.6 miles) west of Banff, or 1 km (0.6 miles) from Lake Louise village on the road to the ski area. Johnston Canyon, 25 km (15.0 miles) northwest of Banff and accessible from the Bow Valley Parkway, boasts two magnificent waterfalls. The falls are a mere six meters (20 feet) across at some points along the

trails and the Upper Falls, at 30 meters (more than 100 feet) high, are a real natural treat. Catwalks make access to the Lower Falls (1.1 km/0.7 miles) easy and the closeness to the pounding water magnificent. The Upper Falls (2.7 km/1.6 miles) are reached by a trail which winds through lodge pole pine, spruce and Douglas Fir. The trail climbs above the falls another 3.2 km (1.9 miles) to the "Ink Pots" —brilliant blue and jade green springs whose constant temperature remains near 4℃. The pool's bottoms are composed of quicksand.

Castle Mountain[19], which at one time was named Mt. Eisenhower in honor of the American President, is nearly the mid-way point between Banff an Lake Louise. The Junction of TransCanada Highway and Highway 93 South to Radium Hot Springs in Kootenay National Park lies in the shadow of this mountain. Approximately one km west of this junction, stop and admire the views at the pull-off sign "Castle Cliffs".

In and Around Lake Louise

Lake Louise is the most famous glacial lake in the Canadian Rockies, and one of the most beautiful in the Western Hemisphere. The lake, named for princess Louise Caroline Alberta[20], daughter of Queen Victoria, is 1 730 meters (5 680 feet.) above sea level. The world famous Chateau Lake Louise sits at the opposite end of the lake from Mt. Victoria and Victoria Glacier, named for the Queen. The nearest surrounding mountains, Mt. Lefroy and Mt. Fairview, add to the remarkable picture. Melting glacier silt creates the striking turquoise color of the lake and keeps it at a frigid temperature year round! Although swimming is impossible, you may rent a canoe and paddle the lake or simple enjoy the panoramic splendour of the glaciers and Lake Louise from across the valley at the Lake Louise Gondola.

Moraine Lake[21] is also quite famous, in that an image of the Valley of the Ten Peaks, surrounding the lake, appears on the back of older versions of the Canadian $20 bill. The highest peak is Deltaform at 3 424 meters (11 230 feet), and all the peaks—Fay, Little, Bowlen, Perren, Septa, Allen, Tuzo, Deltaform, Neptuak, and Wenkchemna are whitecapped with what remains of the Wenkchemna Glacier. Views of these incredible mountains can be seen from the trails around the lake. Or, you can rent a canoe and paddle toward surrounding mountains. The huge mountain to the north, with the glacier on its summit, is Mount Temple, at 3 547 meters (11 636 feet), the third highest mountain in Banff National Park.

The Icefields Parkway

The Icefield Parkway (Highway 93 North) is often called the most scenic highway in the world! It is named for the tremendous glaciers which flank its westward side, the 230 km (143 mile) Parkway weaves up and around mountains that separate Banff and Jasper National Parks. The drive provides breathtaking scenery along with dozens of picnic areas, campgrounds, interpretive viewpoints, and easy access hiking trails. Abundant with wildlife, you will likely have to slow down for mountain goats that often amble onto the highway—especially at dawn and dusk.

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Although the route can be travelled safely in three and a half hours, most visitors take a full day or more to enjoy all of the many photo opportunities. Gas, accommodation and other services are available in only a few places along the way, so plan you route accordingly. And, be prepared for varied weather conditions. Snow can fall in the highest passes even in midsummer. Check your map for lakeshores most accessible from the highway. The largest include Herbert, Hector and Waterfowl Lakes. 36 km (22 miles) north of the TransCanada Highway, you'll encounter Bow Lake, sitting majestically below Crowfoot Mountain and Mt. Thompson.

The lake is surrounded by alpine fields of wildflowers at the edge of the timetable. Bow Summit, at an elevation of 2 068 meters (6 785 feet), is the highest point on the Parkway. Here the road crosses near the source of the Bow River before dropping into the Mistaya Valley. You can climb even higher than Bow Summit by following the short access road to an additional viewpoint overlooking Peyto Lake. Glaciers really can be seen nearly the entire length of the Parkway—with the renowned Columbia Icefield dominating the largest chain of glaciers along the Great Divide. It is one of the largest known accumulations of ice south of the Arctic Circle, and one of the most accessible in North America. The Icefield composed of a total of eight glaciers. Saskatchewan Glacier, the longest glacier in the Columbia Icefield, is located just inside the border to Banff National Park. Source of the North Saskatchewan River system, the Glacier is best viewed from the alpine heights of Parker Ridge, a cold and treeless meadowland, easily attained after a short hike from the Icefields Parkway. Athabasca, The Dome, and Stutfield Glaciers can be seen from the Parkway.

A short side trip from the highway actually takes you to the "toe" of Athabasca. Unguided travel any further onto the glacier is not recommended. Plan to include a visit to the world famous Columbia Icefield Centre, which is open from May to mid-October. The centre is a beautiful chalet-style stone building with all its services under one roof.

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Words and Expressions

alleyway	['æliwei]	*n.*	小巷，背街，窄街
alpine	['ælpain]	*a.*	高山的，阿尔卑斯山的
		n.	高山植物
amble	['æmbl]	*n.*	缓行慢步
		v.	缓行
bankhead	['bæŋkhed]	*n.*	横堤
catwalk	['kætwɔːk]	*n.*	狭窄过道
cement	[si'ment]	*vt.*	用水泥涂，巩固
		vi.	结合起来
dazzle	['dæzl]	*v.*	使眼花，使赞许
		n.	光辉
dense	[dens]	*a.*	密集的，稠密的
		n.	密集

doorstep	['dɔ:step]	*n.*	门阶
elk	[elk]	*n.*	麋，驼鹿
glacial	['gleisjəl]	*a.*	冰川(期)的，非常冷的
gondola	['gɔndələ]	*n.*	狭长小船，无盖货车
hoodoo	['hu:du:]	*n.*	不祥的人和物
		v.	使倒霉
icefield	['aisfi:ld]	*n.*	冰原
limestone	['laimstəun]	*n.*	石灰石
lodge pole	['lɔdʒpəul]	*n.*	街道地址
jade	[dʒeid]	*n.*	玉石，翡翠
jasper	['dʒæspə]	*n.*	碧玉
magnificent	[mæg'nifisnt]	*a.*	壮丽的，宏伟的
majestically	[mə'dʒestikli]	*ad.*	威严地，雄伟地
marsh	[mɑ:ʃ]	*n.*	沼泽，湿地
meadowland	['medəulænd]	*n.*	草地
migratory	['maigrətəri]	*a.*	迁徙的，流浪的
nestle	['nesl]	*v.*	依偎，(舒适地)安顿
nocturnal	[nɑ:k'tə:rnl]	*a.*	在夜间的，(指生物)夜间活动的
panoramic	[ˌpænə'ræmik]	*a.*	全景的
pillar	['pilə]	*n.*	柱子，台柱
quicksand	['kwiksænd]	*n.*	流沙，陷阱
splendor	['splendər]	*n.*	光彩，显赫，辉煌，壮丽
spruce	[spru:s]	*n.*	赤松
stroll	[strəul]	*n.&v.*	闲逛，漫步
summit	['sʌmit]	*n.*	顶点，最高阶层
turquoise	['tə:kwɔiz]	*n.*	青松石，青绿色
valley	['væli]	*n.*	山谷，溪谷，流域
		a.	青绿色的

western hemisphere	西半球
Arctic Circle	北极圈
douglas Fir	绿松，花旗松
loop road	回旋路，环路
snack shop	小吃店

Notes

(1) Banff：班夫国家公园，建于 1885 年，是加拿大历史最悠久的国家公园。它坐落于落基山脉北段，位于加拿大阿尔伯塔省卡尔加里以西 110～180 公里处。公园共占

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地 6 641 平方千米，遍布冰川、冰原、松林和高山。班夫镇成立于 1883 年，是班夫国家公园的主要商业重心，也是文化活动中心。

(2) Canadian Rockies：加拿大洛基山。加拿大落基山脉的国家公园群位于加拿大西南部的艾伯塔省和不列颠哥伦比亚省，面积 2.3 万平方千米，包括贾斯珀、班夫、约霍、库特奈等国家公园，以及汉帕、罗布森、阿西尼伯因等省立公园，是世界上面积最大的国家公园。

(3) Lake Louise：路易斯湖，又称“翡翠湖”，位于加拿大落基山脉，班夫国家公园内，被称为“加拿大落基山脉的宝石”。

(4) Rocky Mountains：落基山脉。

(5) Bow River：弓河，起源于加拿大落基山脉的弓河冰川和弓湖，向南流至路易斯湖，然后转向东，相继穿过班夫镇和坎莫尔，之后汇入科克伦上方的戈斯特湖水库，继续向东到达卡尔加里。全长大约 600 千米，流域面积为 26 200 平方千米。弓河的名字取自印第安语，意为“取弓的地方”。那是因为印第安人猎弓最早取材于弓河沿岸的道格拉斯松木。

(6) Mountain Avenue: 通往硫磺山的路。

(7) Sulphur Mountain：硫磺山，标高 2 450 米。

(8) Bow Falls：弓河瀑布，该瀑布是由弓河的断层所形成，并由于弓河受大量冰河阻断改由山间穿过，与其支流泡沫河(Spray)交汇。瀑布落差不大，约为 10 米，虽然只是一个较小型的瀑布，但白浪翻腾，涛声阵阵，给人一种魄力感。

(9) Mt. Rundle：伦德山，与硫磺山遥遥相对。

(10) Tunnel Mountain：隧道山。

(11) Spray River：泡沫河，弓河支流。

(12) Mt. Norquay：诺奎山。

(13) Vermilion Lake：弗米利恩湖。

(14) Cascade Mountain：卡斯克德山脉

(15) Vermilion Range of mountains：弗米利恩山。

(16) Lake Minnewanka：明尼湾卡湖。

(17) Bighorn sheep：大角羊，班夫的一种大型哺乳动物。

(18) Bow Valley Parkway：博谷公路。

(19) Castle Mountain：卡斯尔山。

(20) Louise Caroline Alberta：路易斯·卡罗琳·阿尔伯塔(1848 年 3 月 18 日—1939 年 12 月 3 日)，英国维多利亚女王的四女，路易斯公主和她的丈夫在 1878—1883 年任加拿大总督和总督夫人。1884 年，为纪念她，加拿大的“翡翠湖”(Emerald Lake)改称为路易斯湖(Lake Louise)并一直沿用至今。阿尔伯塔省(Alberta)名字也是取自于这位公主。

(21) Moraine Lake：梦莲湖，湖面呈宝石蓝色，晶莹剔透，被锯齿状的山谷拥环，像一块宝玉。这块“国宝”被印在加拿大 20 元的纸币上。

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Text B Disney Empire

Walt Disney was born on December 5, 1901 in Chicago[1] Illinois[2]. He had very early interests in art. As a young artist, Walt Disney often worked late in this studio. One night he heard some mice in his wastebasket. He captured them and kept them in small cages on his desk. One of these little creatures became his particular friend and gave him the idea for the famous cartoon character Mickey Mouse. In 1928 Mickey Mouse first appeared in a cartoon film. When sound was starting to be used in movies, Disney immediately made his Mickey Mouse talk on the movies screen.[3] Spectators, old and young, were delighted. Mickey became a great success and has since won the hearts of millions. Movies about Mickey Mouse have been popular with spectators everywhere around the world ever since it was created.

Ever since Mickey Mouse first appeared on screen, Disney has been a name synonymous with family entertainment. Then it was followed by Donald Duck, Pluto the dog, the Three Little Pigs, and then the Seven Dwarfs and Snow White.[4] Every one of these Disney characters has brought great amusement and laughter to children and adults alike. Walt founded his empire on his popular cartoon characters.

In 1995 Walt Disney decided to try his hand at a new venture. Unhappy with the style of fun parks he would often visit with his daughters he set out to create a new style of "theme park"[5] where the whole family could enjoy attractions together. In the process he transformed the face of the leisure industry forever.

His first creation utilized his unique imagination creating a series of areas which included rides, shows and attractions based around a given theme. He needed space to build rivers, waterfalls, and mountains; he would have flying elephants and giant teacups; a fairy-tale castle, moon rockets, and a scenic railway; all inside a magic kingdom he called "Disneyland". At a cost of over one million dollars and taking one year to construct, Disneyland's Magic Kingdom opened its gates in 1955 in Anaheim, California and soon become the most popular tourist attraction in America.[6]

The design of Disneyland was something never done before. There would be five uniquely different lands.

Walt had planned out all the lands to every detail. Main Street, U. S. A., the very front of the park, was where Walt wanted to relive the typical turn of the century city Main Street. For those of us who remember the carefree time it recreates, Main Street will bring back happy memories. For younger visitors, it is an adventure in turning back the calendar to the days of grandfather's youth. Listen to the clip-clop of the horse-drawn trolley and the chug-chug of the horseless carriage. Have your portrait rendered in silhouette. Laugh at the antics of silent-era cinema stars and marvel at the lifelike performance of Mr. Lincoln. Main street offer leisurely pleasure seasoned with nostalgia, the simpler, more careful way of life of days gone by.

Walt also had planned for an "exotic tropical place" in a "far-off region of the world" called

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Adventureland. Travel down the perilous water ways of Africa, Asia and the Amazon on the Jungle Cruise. Climb to the tip-top of the spreading Swiss Family Treehouse. In this exotic realm of beasts and blossoms, the stay-at-home dreamer meets adventure head-on. [7]

Frontierland was made to relive the pioneer days of the American frontier. It is a riverboat town, a cavalry fort, a Mississippi sternwheeler, a keelboat cruise and a dance hall revue. It is the special playground of Tom Sawyer Island and the majestic three-masted merchant ship Columbia.[8]

Fantasyland was created with the goal to "make dreams come true". Cross the drawbridge of Sleeping Beauty Castle into a magic realm and take part in adventures that befell Snow White, Pinocchio, Peter Pan and so many other Disney favorites.[9] Fantasyland brings to life the vivid screen for the young and for the young at heart.

Tomorrowland was created as a look at the "marvels of the future." The Tomorrowland attractions have been designed to give you an opportunity to participate in adventures that are a living blueprint of our future.

Those were the five original themed lands of Disneyland. As Walt Disney said that Disneyland would never be completed and it would continue to grow as long as there is imagination left in the world, Disneyland gradually added more amusement facilities later. Now, in addition to those five themed lands, you also can visit other three themed lands, New Orleans Square, Critter Country, and Toontown, and another theme park-Disney's California Adventure.

New Orleans Square is designed to create the feel of the French Quarter during the birth period of jazz. You can experience a variety of southern and Cajun [10] foods here as well as shop at some of the finer stores in the park. Critter Country that is a land of "critters," or small animals, is inspired by the Disney film "Song of the South". Toontown is a town bursting with color and cartoon verve. There's a zany, uproarious downtown, a loony town square, and a suburban neighborhood where Disney characters live, work, and play.

Disney's California Adventure (opening February 8, 2001) is located on adjacent to the original Disneyland Park. The park's theme is based on celebrating the fun, diversity and pioneering spirit of the Golden State [11] and will feature three themed lands: Paradise Pier [12] — the ultimate California boardwalk amusement zone, Hollywood Pictures Backlot [13] bringing movie business magic to life, the Golden State—inspired by the innovative spirit of California's beauty and people.

Some years later Walt turned his attention to a new project. This time was on American east coast. Here in Florida Walt not only had plans for a new Magic Kingdom similar in design to the California park but for more ambitious ideas that included an area called E. P. C. O. T. (an Experimental Prototype Community of Tomorrow. [14]) Sadly Walt passed away in 1966 before the new project opened but his brother Roy continued his work opening "Walt Disney Worlds" Magic Kingdom in 1971. In the years that followed W. D. W has grown to included three further theme parks theme parks including E. P. C. O. T center, three water parks, numerous hotels, a nighttime entertainment and Shopping complex and more.

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The Magic Kingdom has gone on to become arguably the most beloved theme park in Florida, continuing to closely resemble Disneyland in California. There are differences, but the resemblance remains strong. The items that remain identical between the two parks are the spirit, showmanship and true vision that define the Disney theme park brand name.

In more recent times Disney opened a version of the Magic Kingdom in the 1980's in Tokyo. The opening of Tokyo Disneyland marks yet another milestone in the history of Disney entertainment. For the first time, Disney outdoor recreation is available to guests outside the United States. Tokyo Disneyland presents its guests with 32 attractions in five themed lands. Again similar in design to the original Magic Kingdom built some 30 years before by Walt himself, and it reflects the current state of the art.

The company then turned their attention to Europe and after long negotiation with several sites and lengthy construction Euro Disney opened its doors on April 12, 1992. The result is 56 hectares of land which includes six uniquely designed on-site themed hotels. A Disney campground includes hundreds of woodland cabins, a nighttime entertainment complex "The Disney Village", a top level golf course, and most significantly of all, a new Magic Kingdom theme park. Divided into five themed areas the park includes restaurants, shops and attractions uniquely themed to compliment the area where they are situated.

All Disney resorts worldwide and the Magic Kingdom share certain attractions and elements, but each is a unique experience.

Now Disney has come to China. This unique opportunity comes after nine months of detailed negotiations between the Hong Kong Special Administrative Region Government [15] and the Walt Disney Company. Hong Kong is to get its own world-class Disney theme park and destination resort. It will be a tremendous tourism entertainment and recreation asset for the community and future generations. In the not far future Chinese people will have their happy land instead of traveling a long distance.

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Words and Expressions

adjacent [ə'dʒeisnt] *a.* 邻近的，接近的

ambitious [æm'biʃəs] *a.* 有雄心的，野心勃勃的

antics ['æntiks] *n.* 滑稽的动作，古怪的姿态

backlot ['bæklɔt] *n.* (电影制片厂的)外景场地

befall [bi'fɔ:l] *v.* 降临，发生，落到

blueprint ['blu:print] *n.* 蓝图，设计图，计划

boardwalk ['bɔ:rdwɔ:k] *n.* 木板路，木板铺成的散步道

carriage ['kæridʒ] *n.* 马车，客车

cavalry ['kævlri] *n.* 骑兵

chug [tʃʌg] *n.* 轧轧声

complex	[kəm'pleks]	*n.* 综合型建筑
critter	['kritə]	*n.* 家畜，动物
diversity	[dai'və:səti]	*n.* 差异多样性
drawbridge	['drɔ:bridʒ]	*n.* 可开闭的吊桥
dwarf	[dwɔ:f]	*n.* 矮子，侏儒
fort	[fɔ:rt]	*n.* 堡垒，边界上的贸易站
frontier	[frʌn'tir]	*n.* 过境，边疆，边境
innovative	['inəveitiv]	*a.* 创新的，革新(主义)的
loony	['lu:ni]	*a.* 愚蠢的
majestic	[mə'dʒestik]	*a.* 宏伟的，庄严的
mast	[mæst]	*n.* 桅，桅杆，柱，旗杆
milestone	['mailstəun]	*n.* 里程碑，重要事件，转折点
nostalgia	[nə'stældʒə]	*n.* 向往过去，怀旧之情
perilous	['perələs]	*a.* 危险的
portrait	['pɔ:rtrət]	*n.* 肖像，人像
realm	[relm]	*n.* 领域
relive	[ˌri:'liv]	*v.* 重新过活，再体验
resemblance	[ri'zembləns]	*n.* 类同之处
revue	[ri'vju:]	*n.* 讽刺时事的滑稽剧
rider	['raidər]	*n.* 游乐场的供人乘骑玩乐的一种装置
silhouette	[ˌsilu'et]	*n.* 侧面影像，轮廓
sternwheeler	['stə:nˌwi:lə]	*n.* 船尾装蹼轮的船
showmanship	['ʃəumənʃip]	*n.* 表演技巧；吸引观众的窍门
studio	['stu:diəu]	*n.* 演播室，摄影棚，摄影场
synonymous	[si'nɔ:niməs]	*a.* 同义的
tremendous	[trə'mendəs]	*a.* 极大的，巨大的
trolley	['trɔ:li]	*n.* 电车，(电车)滚轮
ultimate	['ʌltimət]	*a.* 最后的，最终的，根本的
uproarious	[ʌp'rɔ:riəs]	*a.* 骚动的
utilize	['ju:təlaiz]	*v.* 利用
venture	['ventʃə]	*n.* 冒险，投机，风险
verve	[və:v]	*n.* 气魄，神韵，活力，热情
zany	['zeini]	*a.* 滑稽的，愚蠢的
clip-clop		*n.* 似马蹄声的声音
marvel at		*v.* 对……惊奇
the French Quarter		法国区(新奥尔良的老城区)

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Notes

(1) Chicago：芝加哥(美国中西部一个大城市)。

(2) Illinois：伊利诺伊州(美国州名)。

(3) When sound was starting to be used in movies, Disney immediately made his Mickey Mouse talk on the movie screen.有声电影问世以后，迪士尼立刻让自己的米老鼠在荧屏上说话。

(4) Ever since Mickey Mouse first appeared on screen…Dwarfs and Snows White.自从米老鼠第一次在荧屏上亮相以后，迪士尼便成了家庭娱乐的同义词。在米老鼠之后，又出现了唐老鸭、布鲁托狗、三只小猪和白雪公主和七个小矮人这些动画人物。

(5) theme park：主题公园。主题公园是有特定主题，采用现代科学技术，集吃、住、行、游、购、娱于一体的现代大型旅游项目。主题公园所有的布置和场景都有一个中心主题，如迪士尼乐园中的“冒险乐园”(ADVENTURELAND)和“梦幻乐园”(FANTASYLAND)等。

(6) At a cost of over one million dollars… the most popular tourist attraction in American. 位于加利福尼亚州阿纳海姆市的迪士尼乐园梦幻王国 1955 年开始营业，它耗资超百万美元，历时一年建成，很快便成了美国最受欢迎的旅游景点。Anaheim 阿纳海姆(美国加利福尼亚州西南部城市)。

(7) Travel down the perilous water ways…meets adventure head-on. 乘坐丛林巡航船深入非洲、亚洲和亚马逊河危机重重的水道，攀登巨树枝杈上鲁滨逊的小屋。在这个珍奇动物和鲜花的王国里，整日在家梦想的人开始了真正的冒险。Amazon 亚马逊河(南美洲大河)，Jungle Cruise 丛林巡航，Swiss Family Treehouse 鲁宾逊家族大树屋，重现漂流至无人荒岛的鲁宾逊家族在树上筑造的大木屋。

(8) It is a riverboat town… merchant ship Columbia. 这是一个有河船的小镇，是一个骑兵要塞，有一艘密西西比河的舰明轮船，有龙骨船的巡航和滑稽剧舞厅。这里还有汤姆索亚岛的特别操场及宏伟的三桅商船“哥伦比亚号”。Mississippi：密西西比河，发源于美国中北部湖沼区，南注墨西哥湾，是世界上最大的河流之一。Tom Sawyer：美国作家马克·吐温小说《汤姆索亚历险记》里的主人公。

(9) Cross the drawbridge …many other Disney favorites. 走过睡美人城堡的吊桥，进入一个梦幻的王国，亲身经历降临在白雪公主、皮诺曹、小飞侠和其他迪士尼受人喜欢的卡通人物身上的奇遇。Sleeping Beauty(睡美人)，Snow White(白雪公主)，Pinocchio (皮诺曹)，Peter Pan(小飞侠)，都是童话故事中的人物。

(10) Cajun：移居美国路易斯安纳州的法人后裔。

(11) the Golden State：美国加利福尼亚州的别称。

(12) Paradise Pier：天堂码头。

(13) Hollywood Pictures Backlot 好莱坞电影外景场。

(14) E.P .C.O.T. Experimental Prototype Community of Tomorrow：明日社区的实验雏形(主题公园名称)。

(15) the Hong Kong Special Administrative Region Government：香港特区政府。

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PART Ⅱ DIALOGUE

Dialogue 1 Sights in Chinese Cities

L=Louise(路易丝) J=Jones(琼斯)

L：Good morning, Jones.

J：Good morning, Louise. First of all, I'd like to thank you for your kind invitation to visit your beautiful country.

L：We're been looking forward to your visit. It is a great pleasure for us to have you as our guest.

J：Thank you very much! I have heard a lot about China's first park—the Zhangjiajie National Forest Park. Could you please tell me something about it?

L：Ok! Zhangjiajie is located in western Hunan Province. It is home of a World Natural Heritage—Wulingyuan.

J：I've heard that senior experts from UNESCO on an inspection tour of Zhangjiajie were amazed at its unique beauty. They exclaimed, "Fantastic!", and concluded that Zhangjiajie was qualified to be a World Natural Heritage for its unique natural scenery, near perfect biological system, and ingenious combination of nature and humanism.

L：Yes. Indeed. What make Zhangjiajie unique and charming is its exotic mountains, waters, and its people.

J：What are the mountains and waters like?

L：The most attractive scene is the mysterious mountain covered with dense, primeval forests. It is said that 23 species of rare animals and more than 3 000 species of plants are living in the misty world. There are 243 pillar peaks, each over 1 000 meters high that are often shrouded in mist and drizzle. Together, the peaks form several "peak forests" that are rarely found anywhere else. There are also tall stone trees, slim stone bamboo, and stumpy stone mushrooms. Amid stone flowers are stone lions, stone tigers, stone tortoises, and stone rabbits. All of these have been arranged by nature.

J：But how did the exotic landscape come into being?

L：Perhaps the weathering of a quartz sandstone stratum formed the forest peaks.

J：There must be waters where there are mountains.

L：Naturally. That is the case with Zhangjiajie where waters and mountains can be seen together everywhere. On high mountains there are lakes and at their foot rivers. Waterfall cascade from cliffs and in rock crevices water gathers in pools. Here and there mountain springs can be seen gushing forth.

J：Then what is unique about its people?

L：Zhangjiajie has a population of 1.54 million, 72% of which are ethnic minorities such as

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Tujia, Miao and Bai. The original inhabitants are called the Tujia which means locals, and the latecomers are called Hakkas which means guests. Tujia men are short, but very brave. Perhaps it is the environment that makes them so.

J：It’s really interesting! Thank you for your description of Zhangjiajie.

L：You’re welcome!

L：早上好，琼斯先生。

J：早上好，路易丝。首先，谢谢您邀请我访问你们美丽的国家。

L：我们一直期盼着您的来访。您的到来让我们非常高兴。

J：非常感谢！我对中国第一个森林公园——张家界国家森林公园早有耳闻，您能给我介绍一下吗？

L：好的。张家界位于湖南省西部，是世界自然遗产——武陵源的所在地。

J：我听说世界教科文组织的资深专家们在游览张家界时对它独特的风光惊叹不已。他们称赞道：“太奇妙了！”并且一致认为由于其独特的自然风景、近乎完美的生态系统和自然与人文的巧妙结合，张家界有资格当选世界自然遗产风景区。

L：是呀。的确如此。正是它奇特的山水和人文才使得张家界独一无二，极具魅力。

J：那里的山水是什么样子呢？

L：最引人入胜的景致当属被浓密的原始森林覆盖的神秘的山峰了。据说在这云雾弥漫的世 界里有23种稀有动物和3 000多种植物。243座柱形山峰，每一座都高达1 000米，笼罩在博物和细雨中。这些山峰形成了几个峰林，这在别处是绝无仅有的。还有高耸的石树、纤细的石竹和粗短的石蘑菇。石花丛中还有石狮子、石老虎、石乌龟和石兔子。所有这一切都是大自然的精心安排。

J：但是这奇特的地貌是怎样形成的呢？

L：大概是石英砂岩层经分化形成了峰林吧！

J：有山的地方必定有水吧！

L：那是自然。张家界也不例外，山水处处可见。高山之上湖泊迤逦，山脚之下河水流淌。瀑布从山崖上飞泻而下，岩石缝里的水汇聚成池塘，处处可见山泉喷涌。

J：那么张家界的人民有什么特殊的地方呢？

L：张家界有 154 万人口，其中 72%是少数民族，如土家族、苗族和白族。土著居民称为“Tujia”，其意是本地居民，后来迁徙到这里的人被称为“Hakkas”，其意是客人。土家人身材不高但十分勇敢，大概是他们生活的环境造就的吧。

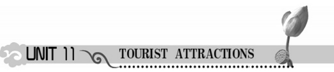
J：真的很有趣！谢谢您对张家界的介绍。

L：不客气！

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Word Service Station

renowned	有名的，享有盛誉的	gala	节日的，欢乐的
concession	妥协，让步	biological	生物学的，生物的
pyramidal roof	金字塔形屋顶	ingenious	设计独特的
granite	花岗岩，花岗石	humanism	人本主义，人文主义



coastal	沿海的	dense	密集的，稠密的
primeval	原始的，太古的	handicraft	手艺的
misty	多雾的	pillar	柱，支柱
sentiment	观点，意见	drizzle	蒙蒙细雨
prevail over	打败，战胜	cliff	悬崖，峭壁
multinational	多国的	crevice	裂缝，石缝
inhabitant	居民，(栖息在某地的)动物		

Dialogue 2 A Trip in Africa

J=Jack(杰克) S=Mr. Smith(史密斯先生)

J：Good morning, Mr. Smith.

S：Ah, Jack, nice to see you here.

J：Mr. Smith, you know what pyramids are, don't you? Could you tell me something about them now?

S：Ok. Pyramids, in fact, are very large stone structures that were built for the Pharaohs, the ancient Egyptian kings.

J：Oh, I see. The pyramids were the royal stone tombs for the Pharaohs. Why did the Pyramids have such large toms built for them?

S：I don't mean that the Pyramids are stone tombs. Actually, they are the huge stone structures under which the Pharaohs' tombs were built. The Pharaohs believed in life after death, so they wanted to keep their bodies and the treasures buried with them safe after death.

J：It is said that all the Pyramids are of the same shape, but their sizes are different. So the Great Pyramid must be the largest one that was built in ancient Egypt.

S：Exactly. But you do know that the Great Pyramid was built for a Pharaoh named Khufu. Right?

J：Absolutely. Khufu was the ancient Egyptian king who wanted his tomb to be the best that had ever been built. Do you know how many huge blocks of stone were used to build the pyramid?

S：I have no idea. Maybe ten or twenty thousand blocks of stone and each weighing about two and a half tons.

J：Really? Are you kidding? How could ancient Egyptians have moved such heavy blocks of stone?

S：That's a good question. This has remained an unsolved mystery to this day, so many scientists and scholars have been arguing it for a long time.

J：Mr. Smith, what you told me about the Great Pyramid has really aroused my interest in all the pyramids in Egypt. I am eager to see the pyramids with my own eyes mow. Thank you very much.

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S：Jack, I'm feeling pretty hungry, and my mouth is just watering for some dumplings right now.

J：Oh, yes, let's go to the canteen.

J：史密斯先生，早上好。

S：哦，杰克，很高兴在这儿见到你。

J：史密斯先生，你对金字塔有所了解，对吗？能给我说说有关它的情况吗？

S：好的。金字塔其实就是为古埃及君主法老建的巨石建筑。

J：哦，我懂了。金字塔就是为法老修的皇家陵墓。那么法老为什么要建这么大的陵墓呢？

S：我并没有说金字塔就是石制的陵墓群。实际上它是埋藏法老墓群的石制建筑。法老们相信死后有来生，所以他们要把死后的躯体和财宝都安全地埋藏起来。

J：听说所有的金字塔形状一致，但大小不同，所以大金字塔应该是古埃及建造的最大的金字塔。

S：没错。不过你知道这座金字塔是位一个叫胡夫的法老建造的，对吧？

J：一点不错。胡夫想让他的陵墓成为历代法老中最好的一座。不过你能猜猜建造这座金字塔大概用了多少块巨石吗？

S：我也不知道，也许是一万块或者两万块，每块重达两吨半。

J：真的吗？您在开玩笑吧？古埃及人是怎么搬动的这些巨石呢？

S：这个问题问得好。对于我们当代社会来讲，这就是一个不解之谜，许多科学家和学者也都对这个问题争论了很长时间。

J：史密斯先生，您为我讲的这些真的引发了我对金字塔的兴趣，我真想亲眼目睹一番。非常感谢您。

S：杰克，我感到有些饿了，饺子也让我的口水都流出来了。

J：哦，好的。我们去餐厅吧。

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Word Service Station

Pyramid	金字塔	the Sphinx	狮身人面巨像
Suez Canal	苏伊士运河	Nile River	尼罗河
machinery	(总称)机器	Cairo	开罗(埃及首都)
Pharaoh	法老	scholar	学者

PART Ⅲ TOURISM LINK：QUESTIONNAIRE

Thank you for taking time to complete this card.

Thank You for Your Opinions

Date_______ Time_______a.m./p.m. How Many in Your Party?__________

Server's Name___________

HOSPITALITY

Were you greeted as you entered? ☐Yes ☐No

续表

Did the hostess/host seat you?	□Yes	□No
Did server introduce her/himself by name?	□Yes	□No
FOOD AND SERVICE		
Was food served promptly?	□Yes	□No
Was your order correct?	□Yes	□No
Was food properly prepared?	□Yes	□No
Did you receive smiling service?	□Yes	□No
ENVIRONMENT		
Did our staff have a neat, clean appearance?	□Yes	□No
Were your dining area and dining utensils clean?	□Yes	□No
Was the restaurant clean overall?	□Yes	□No

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PART Ⅳ GOOD TO KNOW: SWITCHBOARD

电话总局	central exchange	对方付费长途电话	collect call
拨号码	dial a number	外线电话	external call
内部电话	house phone	国内电话	internal call
国际字冠	international prefix	平信	ordinary mail
(长途)叫人电话	person-to-person call	明信片	postcard
挂号邮资	registered fee	交换台	switchboard
电话簿	telephone directory	城市电话	city phone
国内直拨	DDD = Domestic Direct Dial	拨号音	dial tone
分机电话	extension	国内电报	inland telegram
国际直拨	IDD = International Direct Dial	长途电话	long distance
普通电报	ordinary telegram	(长途)叫号电话	station-to-station call
听筒	receiver	专线	special line
叫醒电话	wake-up call/ morning call	电报	telegram(cable)

PART Ⅴ EXERCISES

I. Listening comprehension.

Buckminster Fuller and His Geodesic Dome (球形屋顶)

Ever heard of a man named Buckminster Fuller, or Bucky, as his friends called him? R. Buckminster Fuller was a twentieth century scientist, philosopher, inventor, and was also named a great __1__.

Part of what made Bucky so special was his concern for the planet and __2__. "When you

have a __3__ of resources," he said, "you get war." Thus, he developed an idea called Comprehensive Anticipatory Design Science. It's a mouthful, but what it entails is his belief that to __4__ humanity's major problems, we have to look forward to the future; we have to anticipate what will become problems as resources diminish, etc.

His goal? Quote: "More and more life support for everybody, with less and less __5__." He was especially interested in developing more efficient housing; that is, a new way of __6__ buildings so that they provide more housing space with the use of fewer resources. One solution he came up with in the late 1940's is the geodesic dome, the __7__ he is most famous for.

The geodesic dome is a structure __8__ like a piece of a sphere. It's made up of a complex network of triangles, and the more complex this network the closer the structure comes to the shape of a true __9__. What's so great about the dome is that it does exactly what Bucky wanted; that is, it has the __10__ ratio of enclosed area to external surface. In other words, it uses fewer materials to create more housing space.

II. Put the following into English.

1．登机牌
2．报关物品
3．行李牌
4．机票确认
5．预计时间
6．文化大使
7．旅行安排
8．进站(进港、到达)
9．国内机场
10．欢送词

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III. Fill in the blanks with words given below, and make some changes if necessary.

tourism	popular	leisure	hospitality	accommodation
entertainment	define	economic crisis	due to	local economy

1. He read books at his ____ time.
2. They provided comfortable ____ for visitor.
3. "Mary" is a very ____ name for a girl.
4. In this resort you can enjoy all the comfort and convenience of modern ____.
5. All our achievements are ____ his support.
6. This is an interesting ____.
7. They went bankrupt during the ____.
8. Their honesty and ____ left an enduring impress on her life.
9. The government has taken some measure to promote ____.
10. Can you ____ the word tourism?

IV. Reading comprehension.

Niagara Falls

Thundering just 90 miles (143km) away from Lake Ontario, and carrying 34.5 million gallons (157 million liters) of water a minute in an awesome display of enormous raw power, Niagara Falls is known as one of the natural wonders of the world. It is the major falls at the site, 177 feet high and carrying 90 percent of the water (the others are Rainbow Falls on the US side of border and Bridal Veil Falls), and it is magnificent, no matter the viewpoint or the season. You can look down at it from towers go behind its downfall, approach it from below in what seems a very tiny boat or simply stand at the brink enjoying the sight and the sound. If the weather is pleasant get some idea of the gorge from Rainbow Bridge to Table Rock, then gain entrance to the tunnels behind the falls through Table Rock House. For a small fee you are fitted out with raincoat and boots and take an elevator down 125 feet (38m) to the first tunnel, which offers you three different views of the incredible wall of water. And "wall" is the word "Curtain" has to frail a connotation to describe that mighty, battering, deafening downpour. After that, get another close-up view of the falls aboard the Maid of the Mist, which you will find at the end of a well-signposted trail down the gorge. Again you pay a small fee and wear raincoat and boots, but this time you see the downfall from the front, bobbing about like a frail cork on the surging sea (it operates from mid-May to late October).

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Views from the look-out towers are scenic enough but they do not give you the vision of brute power you get, deafened and drenched, at the base of the falls. The towers are a better choice at night when the falls are illuminated (approximately 9:00 p.m. to midnight in summer, 7:00 p.m. to 10:00 p.m. in winter). In addition, in winter, when ice formations and frozen spray can create a fairyland effects, citizens join the Niagara Park Commission, hotels and businesses in creating a Christmas-time effect with thousands of colored bulbs in a three-month (mid-November to mid-February) Festival of Lights. The town of Niagara Falls itself is very commercial but the falls, on Niagara Parks Commission land, make up for any gaudiness. The Parks Commission, incidentally, owns land rights along the 35-mile (56km) length of border and its gardens are famous. Falls of Niagara-on-the-Lake. The falls can be reached from Toronto by car on the Queen Elizabeth Way as well as by bus, special coach tour, or train.

Question

1. What is Niagara Falls known as?
2. How does Niagara Falls look when viewed from different viewpoints and in different seasons?
3. What are the five suggested ways that sightseers appreciate the grand views of the Falls?
4. What seems the best choice of site from where tourists can best enjoy the night view of the Falls in either summer or winter?
5. What activity is organized from mid-November to mid-February in the Niagara Park?



V. Translate the following sentences into Chinese. They are underlined in the texts.

1. The native Indians believed the Hoodoos were nocturnal giants who awoke to pound the passerby with rocks hurled from the mountainside.
2. Melting glacier silt creates the striking turquoise colour of the lake and keeps it at a frigid temperature year round!
3. Source of the North Saskatchewan River system, the Glacier is best viewed from the alpine heights of Parker Ridge, a cold and treeless meadowland, easily attained after a short hike from the Icefields Parkway.
4. Unhappy with the style of fun parks he would often visit with his daughters he set out to create a new style of "theme park" where the whole family could enjoy attractions together.
5. As Walt Disney said that Disneyland would never be completed and it would continue to grow as long as there is imagination left in the world, Disneyland gradually added more amusement.

VI. Writing.

Write an essay based on the figures provided below. Your essay must cover at least 3 points:

- Explain the chart.
- Provide possible reasons for this phenomenon.
- Draw a conclusion.

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某城市 1990—2009 年出国人数变化

年份	1990 年	2000 年	2009 年
人数	500 人	2000 人	6000 人

UNIT 12 SPECIAL INTEREST TOURS

PART Ⅰ TEXT

Text A Virtual Tourism [1]

If the real economic value of virtual tourism can be tapped effectively, it might be a new source of funds for wildlife conservation.

As a new era of Internet and broadcasting technologies emerges, the possibility of minimal impact mass tourism is nearing a reality. Through the use of powerful web servers, streaming video[2], broadcast-quality cameras, video compression, and satellite communications, it is increasingly possible to bring live wildlife images to huge numbers of virtual tourisms.

The explosive growth of wildlife programs on cable television highlights the pent-up demand for virtual wildlife tourism. An average day of cable television now offers around 32 hours of animal-related shows.

This article looks at the nascent but rapidly evolving industry of virtual wildlife tourism and now it might offer park and reserve managers a new and significant source of revenue to help offset management costs.

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Cutting out the Middle Man

Whereas in the past wildlife footage has been exclusively the domain of professional production companies, today's latest, relatively inexpensive technologies allow almost anyone to package and deliver live or edited wildlife footage to viewers around the world.

Traditionally, broadcast companies and production firms gain access to wildlife for free through national parks authorities, conversation site managers, or wildlife researchers. Though production costs are high, risks considerable, and margins thin, they make money through wide distribution, sales, and advertising. Seldom, if ever, do the park managers or researchers benefit financially. More often, they believe that the public relations value from viewers seeing "their" wildlife is sufficient compensation. Today, new media technologies not only open up unique wildlife viewing experiences for virtual tourists but also offer the potential for directly linking reverse managers and researchers to viewers. In its most interactive and expensive form, virtual tourists can remotely control a camera located thousands of miles away.

A For-profit Venture

One of the most popular sources for virtual wildlife tourism has been AfriCam, a for-profit South African Internet and broadcasting company. It used all forms of wildlife content delivery to

try to turn a profit. Despite early signs of success, it has recently suspended its web cam and streaming video services because they were not financially sustainable.

AfriCam's initial set-up was impressive. Free web cams of wildlife from over twenty locations attracted online shoppers and advertisers. Due to its early start in wildlife viewing on the Internet, it attracted a huge visitor base. At one time AfriCam boasted over 30 million visitors to its site per month and accounted for 48 percent of all of South Africa's Internet traffic, all this with very little promotion.

Eighty percent of AfriCam's original revenue came from "banner" advertisements(3). It also has a number of other revenue-generating streams including an online outdoor shop, photography shop, travel service, music and art sales, and online wildlife courses. With some heavy investment, AfriCam has also turned to TV broadcasting and sold a weekly television program to the British Broadcasting Corporation and another to South African Broadcasting Corporation that captures the highlights of 8 hours of live wildlife recording around prime viewing spots such as Waterholes(4).

With costs covered from the sale of these shoes, AfriCam tried to establish a live pay-per-view streaming video service for Internet users with high-speed connections. The charge per month was $5 and the bandwidth cost AfriCam $2 per user. As of April 2000 turnover was around seven million dollars and was expected to grow by 200–300 percent over the next year or two.

Although demand for virtual wildlife tourism seems to be growing as rapidly as the technology, its value remains ill-defined, and ownership rights are ambiguous. Here are some key points to bear in mind.

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Can Wildlife Web Cams Generate Money?

So far, most virtual wildlife tourism on the web has been free. Though virtual tourists do not appear willing to pay for unedited wildlife footage, they may be wiling to pay for edited highlights. After all, cable television subscribers pay for wildlife programs such as Crocodile Hunter, the Jeff Corwin Experience, and Jack Hanna's Animal Adventures. (5)

But wildlife web cams have rarely, if ever, generated revenue. The "banner ad" model (advertising on websites so visitors can click through and purchase goods and services) has largely failed. And bandwidth charges for streaming video are still high, making video an unlikely tool for conservation. That said, the Internet adult entertainment industry made over one billion dollars last years, demonstrating that people are willing to pay for content over the web. So far, wildlife web cams and streaming video appear to be useful public relations, research, and awareness raising tools, but conservation managers have not yet found a way for them to generate revenue.

Wildlife is a Commodity

Presently, television broadcasting has the best potential to generate money for conservation. Yet to date, media production companies have treated wildlife as a public good, paying for access



only in terms of publicity. However, as with any commodity, we need to regulate the supply of and access to wildlife and wildlands to prevent the market from being flooded and the material devalued. It is therefore important that park authorities, conservation organizations, and researchers do not underestimate the value of "their" wildlife and knowledge.

Control the Media Rights

Park authorities, managers, and researchers could, and probably should, license media rights rather than relinquish them. They should also take care not to sign away valuable rights by not reading the fine print. Moreover, conservation organizations and national park authorities (particularly in the developing world) need to work together to control access to sites and ensure that an equitable share of the proceeds contributes to the costs of conservation. Managers can retain control over their wildlife content is by owning the equipment and contracting the production and distribution.

Just as local communities and nations awoke to the pharmaceutical value of their natural resources and began to regulate bioprospecting, it is time that parks authorities and conservation organizations regulated access to valuable wildlife by hanging on to media rights, controlling access, and demanding a share of the proceeds. If this happens, virtual wildlife tourism may one day become a significant source of revenue for wildlife conservation.

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What's on the Web?

There are a variety of virtual tourism approaches already on the worldwide web. While none are currently making money, Brain Schwartz of Cloud Forest Alive believes that his cameras help support the preserve—through education and awareness. Most of the set-ups are paid for by grants and donations.

WEBSITE: Monteverde Cloud Forest Preserve(6), Costa Rica, http://www.cloudforestalive.com/

TECHNOLOGY: web cam

OF VISITORS: 20 00−4 000/day

DESCRIPTION: Cameras are aimed on a hummingbird feeder with an online identification guide, bats, and the nesting box of a rare quetzal.

WEBSITE: Old Faithful Geyser, Yellowstone National Park(7), www.nps.gov/yell/oldfaithful. cam

TECHNOLOGY: web cam

OF VISITORS: 2 000−3 000/day

DESCRIPTION: NPS officials attempted a corporate sponsorship campaign but NPS decided that no-sponsor-ship policy for their real parks should also apply to their virtual parks. There is now moratorium on future web cams until policy is in place.

WEBSITE: The National Zoo, Washington, DC, http://www.natzoo.si.edu/

TECHNOLOGY: streaming video

OF VIEITORS：over 25,000 in September.2001

DESCRIPTION: Cameras are used as part of a panda behavioral research project.



WEBEITE: Race Rocks, Pearson College, Victoria, British Columbia, http://www.racerocks. com/

TECHNOLOGY: streaming video (with remotely-operable cameras)

OF VISITORS: about 115 000 since May 2000

DESCRIPTION: <u>This interactive website was developed to deal with popularity and create educational opportunities without the impact of mass visitation.</u>

Words and Expressions

bandwidth	['bændwidθ]	*n.*	频带宽度，通带宽度
bat	[bæt]	*n.*	蝙蝠，球棒，球拍
		v.	棒击
bioprospecting	[baiəu'prɔspektiŋ]	*n.*	生物勘探
cable	['keibl]	*v.*	发电报，(通过电缆)交流
		n.	电缆，电报
camera	['kæmərəz]	*n.*	照相机，暗箱， 摄像机
capture	['kæptʃə]	*vt.*	捕获，占领，夺取，吸引
		n.	战利品
commodity	[kə'mɔditi]	*n.*	商品，日用品，有价值之物
compensation	[ˌkɔmpen'seiʃən]	*n.*	补偿，赔偿，赔偿金
compression	[kəm'preʃən]	*n.*	压缩，浓缩，压紧
conservation	[ˌkɔnsə'veiʃən]	*n.*	保存，保护，守恒
devalue	[ˌdiː'væljuː]	*v.*	贬值，降低价值
domain	[dəu'mein]	*n.*	领地，领域，范围
equitable	['ekwitəbl]	*a.*	公平的，公正的
exclusively	[ik'skluːsivli]	*ad.*	专门地，排他地，独占地
footage	['futidʒ]	*n.*	以尺计算长度，连续镜头
for-profit	['fɔː'prɔfit]	*a.*	唯利是图的
margin	['mɑːdʒin]	*n.*	边际
moratorium	[ˌmɔːrə'tɔːriəm]	*n.*	暂停，延期偿付
nascent	['næsnt]	*a.*	新生的，尚不成熟的
remotely	[ri'məutli]	*ad.*	轻微地，远离地，远程地
reverse	[ri'vəːs]	*a.*	相反的，反面的，颠倒的
		v.	逆转，倒退
pent-up	[ˌpent'ʌp]	*a.*	被抑制的
pharmaceutical	[ˌfɑːmə'suːtikl]	*a.*	制药的，配药的
		n.	药品，成药
prime	[praim]	*a.*	最好的，首要的，典型的
		n.	壮年

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relinquish	[ri'liŋkwiʃ]	*vt.* 放弃，放手
quetzal	[ket'sɑːl]	*n.* 绿咬鹃，格查尔(危地马拉货币)
sponsorship	['spɔnsəʃip]	*n.* 赞助，倡议
spot	[spɔt]	*n.* 污点，地点
subscriber	[səbsk'raibəz]	*n.* 捐款人，订阅者
suspended	[sə'spendid]	*a.* 被暂时搁置的
sustainable	[sə'steinəbl]	*a.* 可持续的，合理利用的
underestimate	[ˌʌndər'estimeit]	*n.* 低估
unedited	[ʌn'editid]	*a.* 未编辑的，未修订的
		v. 低估
visitation	[ˌvizi'teiʃn]	*n.* 访问，视察，探视
ill-defined		*a.* 不清楚的，欠明了的

Notes

(1) 本文节选自 Winter 2002(Vol.3,No.1)，作者 Julia F. Carpenter, Daniel Zatz, Julia Mair, and David S. Wilkie，有删减。Virtual tourism：虚拟旅游是运用三维实景展示，将现实中的旅游场景制作成用于互联网、多媒体、触摸屏等多种载体进行展示的电子文件，可以按固定路线或自选路线从不同的角度观赏，获得身临其境的体验。目前，已经陆续开发出一些虚拟显示系统，根据临场参与感和交互方式的不同，主要可分为以下三类。

① 桌面虚拟显示系统：主要是通过计算机显示器来显示虚拟世界，计算机图形技术在其中起着非常重要的作用。它的逼真程度较低，沉浸感较差，并不是严格意义上的虚拟现实系统。诸如 VRML 的一些三维游戏均为桌面虚拟现实系统。

② 座舱式虚拟现实系统：使用这种系统时，用户置身于一个特制的座舱之中，舱内有一个可以向外看虚拟世界的屏幕，转动座舱就可以从不同的角度观察虚拟世界，用户不需要佩戴其他特殊装置，从而无负担地与虚拟世界交互。这类系统能达到的沉浸感也较差。

③ 沉浸式虚拟现实系统：这类系统有着较强的沉浸感，它往往配备有头盔式显示器或是全方位的监视器，使用户能自由地变换虚拟空间。

(2) streaming video：视频流(即用影音串流媒体技术传送的录像)。

(3) “banner” advertisements：即横幅广告，可显示在网站中的各个地方。

(4) Waterholes：这里指在南非的国家公园里的“水坑”，游客可以观看来喝水的野生动物。

(5) Crocodile Hunter, the Jeff Corwin Experience, and Jack Hanna’s Animal Adventure：这里指有线电视 Discovery 付费频道播出的一些旅游探险节目。

(6) Monteverde Cloud Forest Preserve：哥斯达黎加的蒙特韦尔德云雾森林保护区。云雾森林往往包括许多地方性物种，因为它们通常与其他部分的云雾森林被山谷和山脊隔离。物种就不能通过边上的障碍物，下方的低地森林及上方的陡岩从这个林区迁

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移到其他林区。云雾森林是大量的蜂鸟，青蛙和附生植物如兰花、凤梨科植物、苔藓等动植物的家乡。在这里，许多物种是地方性的，像曾生存在此的金蟾蜍，但这种物种现被认为已经灭绝。

(7) Yellowstone National Park：黄石公园，1872 年建设的美国最大的国家公园，位于怀俄明州。公园中有一部分跨越蒙大拿与爱达荷两州。黄石公园中有许多间歇喷泉，Old Faithful Geyser 是其中最著名的一个。它每隔 56 分钟喷出一次温泉，分秒不差，而直冒热气的泉水高达 40～60 公尺，形成一大奇观。由于涌现的时间的正确及涌泉的壮观，所以有“老忠实”的别名。

Text B Gambling in Macau [(1)]

Gambling in Macau has been legal since the 1850's when the Portuguese government legalized the activity in the colony. Since then, Macau has become known worldwide as the "Monte Carlo of the Orient[(2)]", and gambling has become a significant part of the city's economy. Until Western-style casino games were introduced in the 20th century, only Chinese games were played, the most popular being fantan. Now, with all the casinos built in the territory including a few number of new ones (some of them are Las Vegas[(3)] giant companies) opening up soon, Macau is also known as the Asian Las Vegas.

Gambling in Macau plays an important role in the economy of the city. Many Hong Kong and mainland tourists like gambling there. Few local people in Macau visit casinos, though. Generally, gambling in Macau can be divided into three different categories: casino games, horse racing and greyhound racing[(4)]. There is also sports betting and a number of lotteries. At the present time, Macau does not license online gaming operations.

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History

In an attempt to generate revenues for the government, gambling in Macau was legalized in 1847. In the late 19th century, the government introduced a licensing system for the fantan houses (Chinese gambling houses). It is reported that over 200 gambling houses were required to pay gambling rent to the government. The first casino monopoly concession was granted to the Tai Xing Company in 1937. The company was, however, too conservative to fully exploit the economic potential of gambling. The industry saw a major breakthrough in 1962 when the government granted the Socieda de Turismoe Diversoesde Macau (STDM)[(5)], a syndicate jointly formed by Hong Kong and Macau businessmen, the monopoly rights to all forms of gambling. The STDM introduced western-style games and modernized the marine transport between Macau and Hong Kong, bringing millions of gamblers from Hong Kong every year. The license was extended in 1986 for another 15 years but expired at the end of 2001.

In 2002, the Macau government ended the monopoly system and 3 (later 6) casino operating concessions (and subconcessions) are granted to Sociedade de Jogos de Macau[(6)] (SJM, an 80% owned subsidiary of STDM), Wynn Resorts[(7)], Las Vegas Sands[(8)], Galaxy Entertainment



Group[9], the partnership of MGM Mirage and Pansy Ho Chiu-king, and the partnership of Melco and PBL. Today, there are 16 casinos operated by the STDM, and they are still crucial in the casino industry in Macau, but in 2004, the opening of the Sands Macau ushered in the new era.

Economic aspects

The so-called "Monte Carlo of the Orient," Macau's economy relies heavily on gambling. Nowadays, the gambling industry generates over 40% of the GDP of Macau. Since the early 1960s, around 50% of Macau's official revenue has been driven by gambling. The percentage remained steady until the late 1990s. In 1998, 44.5% of total government revenue was produced by the direct tax on gambling. Then there was a 9.1% decrease in 1999, probably due to internet gaming. After the handover of the Macau from Portugal to China, the SAR[10] released gambling licenses to other companies in order to eliminate the monopoly played by the STDM. In 2002, the government signed concession contracts with two Macau gaming companies, Wynn Resort Ltd. and Galaxy Casino. This opened the gambling market for competition and increased government tax revenue significantly. It also attracted more tourists to Macau. At this moment, according to official statistics, gambling taxes form 70% of Macau's government income.

However, the gambling industry is also a source of instability in the Macau economy, as the nature of gambling business is not susceptible to technological advancement or productivity growth. The gambling business is still dependent on the prosperity of other Asian economies, especially that of Hong Kong.

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Gambling policy

Detailed law is enforced in Macau to ensure "qualified operation of gambling" in Macau. The details are listed in Law 16/2001, and other laws regulating the activity of gaming promoters and credit for gaming.

The Gambling Inspection and Coordination Bureau (known as DICJ[11]) is the main government unit that oversees the operation of different gaming activities.

Under Macau law, it stated that a permit issued by the Gambling Inspection and Coordination Bureau is required for the operation of lotteries sales, lucky draw or similar activities, and the initial procedure in the application on the operation of lotteries sales, lucky draw or similar activities is to submit a notification to the relevant government department 10 days prior to the application.

Gambling forms Casinos

Macau has twenty-eight casinos, of which the biggest is the Venetian Macau[12]. They all operate under a government franchise and under a common set of rules.

Many forms of gambling are legal there, such as blackjack, baccarat, roulette, boule, sicbo, Fan-Tan, keno and slot machines. The most popular game by far is baccarat with VIP high-roller



baccarat generating more than 70% of total gaming revenue in 2004. Poker was introduced only in August 2007, in an electronic table format at Galaxy Starworld casino.

Gambling has been legal in Macau for a long time beginning in 1851 where there was a licensing system for gambling houses until 1863. Beginning in 1934, casinos' ownership and operation was centralized where through private negotiations, some franchises monopolized the operation right of all casinos. The casino industry has been controlled by the STDM monopoly for 39 years but, this changed in 2001 when casino licenses were offered to other casino operators, including American companies such as Las Vegas Sands (Sheldon Adelson) and Wynn Resorts (Steve Wynn) and then later on May 18, 2004, the Sands Macau casino opened near the Macau Ferry Terminal.

Horse racing

Horse-racing mainly takes place every Tuesday and Saturday or Sunday at the race-course on the Taipa Island of Macau. The race-course has an area of 450 000 square meters and 18 000 seats for gamblers, and is open only for people over 18 years of age.

The Macau Jockey Club(13) was formerly the Macau Trotting Club. In 1991, it was acquired by a consortium led by Stanley Ho. The Macau Jockey Club is one of the largest private employers of Macau with around 1 400 employees and around 1 100 part-timers.

Greyhound Racing

Greyhound Racing takes place at the Canidrome on Avenida General Castelo Branco (see image above for the location of the canidrome). These races are held on Mondays, Thursdays, Fridays and weekends starting from 7:45 p.m. and there are 16 games on every racing evenings. Admission is MOP$10(14) (usable for betting) for the public stand. Boxes are MOP$80 (Monday to Thursday) and MOP$120 (Friday to Sunday and Public Holidays) with a minimum charge of MOP$30 per person. Bar, snack-bars and restaurant facilities are available.

Gambling and society

The casino industry is viewed by some as harmful to society. A high crime rate was one of the biggest problems that Macau's colonial Portuguese government had to face. Since Macau's return to China's rule in 1999, the public security situation has markedly improved. With the growth of the casino industry, a business called "bate-ficha" was developed and it is usually run by different triad societies. The bate-ficha business is an element of triad involvement in Macau's gambling industry. Bate-ficha involves selling customers "dead chips" that cannot be exchanged for cash in the casinos, but only by bate-ficha men or women, who are officially known as "gaming promoters" or "middlemen" for a commission.

Triad involvement in Macau casinos makes a serious social impact on the local area. It attracts the attention of Chinese gangsters, whose deadly battles over the fortunes to be made from racketeering and extortion in the territory are a continuing problem. As different triad

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societies compete for controlled territory in the casinos and on the streets, disputes between societies occur from time to time. These are often settled in violent ways. Even worse, triad societies have grown so powerful in Macau that there was a trend that people tried to seek help from these societies rather than from the police. Although the situation has improved since the 1999 handover to China, the problem is still entrenched in the local area.

Words and Expressions

baccarat	['bækərɑː]	*n.*	巴加拉纸牌游戏
boule	[buːl]	*n.*	(大写)古希腊的立法会议
		n.	镶嵌装饰
bureau	['bjuərəu]	*n.*	局，办事处
casino	[kə'siːnəu]	*n.*	娱乐场，赌场，一种牌戏
concession	[kən'seʃən]	*n.*	让步，特许权，租界，妥协
consortium	[kən'sɔːʃiəm]	*n.*	财团，联合，合伙
eliminate	[i'limineit]	*v.*	除去，剔除，忽略，淘汰
extortion	[ik'stɔːʃən]	*n.*	强取，敲诈，勒索
format	['fɔːmæt]	*n.*	版式，设计
		vt.	使格式化，安排
franchise	['fræntʃaiz]	*n.*	特许经销权，选举权，特权
gambling	['gæmbliŋ]	*n.*	赌博，投机
gangsters	['gæŋstəz]	*n.*	恶势力，匪帮
handover	['hændəuvə]	*n.*	移交，交接
inspection	[in'spekʃən]	*n.*	视察，检查
keno	['kiːnəu]	*n.*	基诺(一种赌博游戏)
lottery	['lɔːtəri]	*n.*	彩票
marine	[mə'riːn]	*a.*	海事的，海生的，航海的
		n.	海运业，船舶，水兵
monopoly	[mə'nɔːpəli]	*n.*	垄断，独占，专利，控制
negotiation	[nigəuʃ'ieiʃən]	*n.*	协商，谈判，磋商
Portugal	['pɔːrtʃugl]	*n.*	葡萄牙
Portuguese	[ˌpɔːrtʃu'giːz]	*a.*	葡萄牙(人)的，葡萄牙语的
		n.	葡萄牙语(人)
prosperity	[prɔː'sperəti]	*n.*	繁荣，兴旺
roulette	[ruː'let]	*n.*	轮盘赌，点线机，转迹线
slot	[slɔːt]	*n.*	狭缝，槽，投币口
		v.	用滚轮压骑缝孔
subsidiary	[səb'sidieri]	*n.*	子公司，附属机构
		a.	辅助的，补贴的

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susceptible	[sə'septəbl]	*a.* 易受外界影响的，易受感染的
syndicate	['sindikət]	*n.* 企业联合
		v. 联合组织
triad	['traiəd]	*n.* 三个一组，三合会
usher	['ʌʃə]	*n.* 带位员，招待员
		vt. 引导，引入
violent	['vaiələnt]	*a.* 强烈的，暴力的，极端的

Notes

(1) Macau：澳门，包括澳门半岛、氹仔岛和路环岛。

(2) Monte Carlo of the Orient：东方蒙特卡洛。世界四大赌场为美国拉斯维加斯、美国新泽西大西洋城、摩纳哥公国蒙特卡洛、中国澳门。

(3) Las Vegas：拉斯维加斯，美国内华达州最大城市，以赌博业为中心的庞大的旅游、购物、度假产业而著名，拥有“世界娱乐之都”和“结婚之都”的美称。

(4) gambling in Macau …and greyhound racing：澳门把赌博称为“幸运博彩”，把赌场称为“娱乐场”，娱乐场一般附设于大酒店。澳门的赌场设备豪华，保安严密，管理现代化。在所有赌场中，以葡京大酒店的赌场最著名。1980 年，澳门引进了赛马车。1988 年赛马车被停赛，从 1989 年起改为赛马。澳门赛马场以氹仔岛南面填海而成的场地最负盛名，为亚洲首位，每周二、六、日进行。澳门是亚洲地区唯一合法经营赛狗的地区。澳门的赛狗业始于 1932 年，由澳门殷商范洁明承办，至 1942 年停办。直至 1963 年 9 月由逸园赛狗公司接办才重新开始。

(5) Socieda de Turismoe Diversoesde Macau (STDM)：澳门旅游娱乐公司，其掌舵人何鸿燊 被誉为澳门“赌王”。

(6) Sociedade de Jogos de Macau (SJM)：澳门博彩控股有限公司。

(7) Wynn Resorts：永利度假村，是澳门首家拉斯维加斯综合度假村模式的赌场酒店，永利擅长豪客业务，该酒店多走高端客人的路线。

(8) Las Vegas Sands：拉斯维加斯金沙(集团)。美国拉斯维加斯金沙集团股份有限公司经营酒店、娱乐场、度假村及会展业务，总部设于美国内华达州的拉斯维加斯。在拉斯维加斯及澳门特别行政区分别拥有威尼斯人度假村、酒店、娱乐场、金沙会议展览中心及澳门金沙娱乐场。

(9) Galaxy Entertainment Group：银河娱乐集团。

(10) SAR：澳门特别行政区。

(11) DICJ：澳门特别行政区博彩监察协调局，其主要职能是就娱乐场幸运博彩或其他方式博彩经营产业、互相博彩及向公众提供的博彩活动领域内之经济政策的制定及执行方面，向行政长官提供辅助及协助。

(12) Venetian Macau：澳门威尼斯人是一个集酒吧、饮食、购物、住宿、娱乐与购物为一体的度假村。在亚洲其他地方，难以找到与此匹敌的综合性旗舰项目。

(13) The Macau Jockey Club：澳门赛马会。

(14) MOP：Macao Pataca 的缩写，澳门元。

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PART Ⅱ DIALOGUE

Dialogue 1 Renting a Car

A：I'd like to rent a car.

B：Show me your license, please? We have small and regular cars.

A：Smaller one. What is the rate per day?

B：Eighteen dollars for 24 hours. Plus twenty five cents for one mile.

A：Do I need security? Do I pay gasoline by myself?

B：Of course.

A：Leave cars anywhere?

B：No, you must leave it at the place with our sign.

A：Will I be charged for an extra day if I'm late?

B：Yes.

A：我想租辆车。

B：请出示您的驾照好吗？我们有小型车和普通车。

A：小型车。每天租金多少？

B：每 24 小时 18 美元。每跑一英里附加 25 美分。

A：我要交保证金吗？我自己付油钱吗？

B：当然。

A：可以在任何地方退车吗？

B：不可以，你必须把车停在有我们标志的地方。

A：如果我不能按时还车的话，会被加收一天的费用吗？

B：是的。

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Word Service Station

battery	电池	windshield	挡风玻璃
satisfactory	满意的	rate	费用
gas station	加油站	cancel	删去

Dialogue 2 Talking about British Weather

A：Lovely day today, isn't it?

B：It is.

A：It seems a glorious day.

B：I think we're in for a dry spell. There's hardly a cloud in the sky.

A：We'll have a heat wave, I fear.

B：It’s very close and sultry today. Not a leaf is stirring.

A：You’re right. It’s muggy and oppressive. There’s hardly a breath of air.

B：By the way, I’ve just read the weather forecast in my newspaper here.

A：Let me see. It says pressure will remain high to the South-West of the British Isles. A through of low pressure will move across my districts during the day. There will be occasional rain or drizzle, but bright weather with a few scattered showers will spread to England and Wales.

B：I fear a thunderstorm is brewing. Do you see the sheet-lightning there?

A：Yes, I do. The sky is overcast, and the sun is going in. It looks like rain.

B：What a gust of wind. It’s beginning to rain.

A：Ah, the rain is torrential. It’s absolutely pouring down now.

B：It’s raining cats and dogs.

A：It’s clearing up. The clouds are lifting.

B：Yes, it has left off raining. Look at this wonderful rainbow!

A：Bright sunshine again. Now we know why English weather is something worth talking about.

A：美好的一天，不是吗?

B：是的。

A：天气看起来非常好。

B：我觉得我们正值干旱期。天上没有一点云。

A：我担心很快就会炎热了。

B：很快了，今天闷热。叶子都纹丝不动。

A：你说的对。天气闷热，喘不上气。一点风都没有。

B：顺便说一下，我刚刚在报纸这里读到天气预报。

A：让我看看。上面说大不列颠西南部气压持续高。一股低气压会在今天穿过我住的地区。会有雨或小雨，但是几场零落的雨后，晴朗的天气会来到英格兰和威尔士。

B：恐怕要有雷阵雨了。你看到那里的闪电了吗?

A：是的，我看到了。天阴了，太阳进去了。看起来要下雨了。

B：有风了。要下雨了。

A：噢，雨下大了。现在是大雨滂沱了。

B：瓢泼大雨。

A：天晴了。云升起来了。

B：是的，雨停了。看那边漂亮的彩虹!

A：又有明媚的阳光了。现在我明白为什么英国的天气值得谈了。

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Word Service Station

thunder　雷　　wind　风

mist　雾　　cloud　云

haze	霾	rain	雨
downpour/shower	暴雨	storm/tempest	暴风雨
lightning	闪电	land wind	陆风
hurricane	飓风	cyclone	旋风
typhoon	台风	whirlwind	旋风
gale	大风	gust of wind	阵风
breeze	微风	fog	浓雾
dew	露水	humidity	潮湿
freeze	冰冻	snowflake	雪花
snowfall	降雪	waterspout	水龙卷
dead calm	风平浪静	Indian summer	小阳春
drought	干旱		

PART Ⅲ TOURISM LINK：A TOUR CONTRACT

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China Yangguang Travel Agency (hereinafter called Travel Agency) and David Smith (hereinafter called Tourist) have on this 10th day of September 2009 entered into a tour contract under the terms and conditions stated below.

Name of tour group

Tourists will join in the 18-day China Discovery Tour (Tour Code____) organized by Travel Agency. Cities to visit include Beijing, Xi'an, Chengdu, Kunming, Guilin, Guangzhou and Hong Kong. Travel Agency shall provide luxury tour group services to Tourist.

Time of departure

October 10, 2009.

Prices

US $2 880/P. P.

The tour fare includes

a. Accommodations. Travel Agency shall provide Tourist with first-class hotel rooms in larger cities except the one different in tour descriptions. Rooms have an attached private bath and air conditioning, as well as a telephone capable of international direct dialing and a television. In smaller towns or rural areas, Travel Agency shall provide simple guesthouses. When the hotel listed in the brochure is not available, the same category hotel will be substituted. Accommodations will be based on double occupancy. If Tourist requests a single room, Tourist





shall pay the additional expense.

b. Meals. Travel Agency shall provide daily meals (breakfast, lunch and dinner) at hotels or local restaurants, except for the one specified differently in itinerary and on plane/train. There will be a mix of Western and Chinese meals. Vegetarian food is available upon request.

c. Admissions/Entrance Fees.Travel Agency shall proceed with all necessary main entrance fees for the programs or places mentioned in the itinerary.

d. Transportation. Travel Agency shall proceed with domestic air/train tickets specified in the itinerary and domestic airport taxes (local construction fees). Travel Agency shall provide Tourist with transfer service and coach for overland transportation.

e. Guide Service. Travel Agency shall provide Tourist with the service of a bilingual national guide as well as local guides.

f. Travel Protection Insurance. Full coverage of Tourist's vacation travel with Travel Agency's protection insurance plan will be provided at no additional cost.

g. Others. Music and dance performances and other cultural events described in the itineraries will be included in the tour price.

The tour fare excludes

a. Airfare from Tourist's hometown to the gateway city.

b. Personal expenses. Tourist shall pay for the single supplement cost for a single room, meals not mentioned in the brochure, extra beverage at meals, food or snacks at time other than regular meal times, excess luggage fees, laundry, postage, telephone, fax or Internet /Email access charges as well as shopping.

c. Supplementary trips and services not mentioned.

d. The extra cost due to the unforeseen events.

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Terms of payment

Tourist shall make the full payment upon confirmation of the reservation, 30 days prior to the departure date. The payment shall be remitted to Travel Agency in US dollars. If not, Travel Agency may cancel the reservation and not return the deposit.

Health

a. Travel Agency shall ensure that Tourist is provided with hygiene food and accommodation.

b. Tourist shall determine whether his physical condition is suited for the tour. Tourist shall be responsible for the cost of any medicines or medical care, he may require during the trip for any reason.

c. Travel Agency reserves the right to decline to accept or retain Tourist as a member of the tour, if Tourist's physical condition, mental well-being or behavior interferes with the operation of the tour. There will be no refund in such cases.

Baggage

Baggage is at Tourist's risk throughout. Baggage allowance for transpacific flight is two pieces per person for checked baggage with combined total dimension not exceeding 106 inches provided neither one exceeds 62 inches or 70 lbs. Baggage allowance in China is restricted to one piece only and not to exceed 44 lbs. Carryon baggage is limited to one piece with combined total dimension not exceeding 45 inches. Tourist will pay the excess baggage charge and insurance.

Responsibility

a. Travel Agency acts only in the capacity of an agent for purveyors of transportation, sightseeing and hotel accommodation. All coupons, receipts and tickets issued by Travel Agency are subject to the terms and conditions stipulated by the suppliers. Travel Agency should be exempt from any liability to loss or damage to property, injury of persons, accidents, delays, irregularities or other occurrences beyond its control.

b. Should weather or other unforeseen circumstances cause a delay in transportation before the tour departure, Travel Agency may reserve the right to postpone or cancel the tour, and any loss or additional expenses incurred shall be borne by Tourist. Travel Agency reserves the right to rearrange the itinerary and to substitute or delete activities from the schedule if this becomes necessary due to local conditions. If this happens, the tour prices are subject to change. Any additional expenses incurred shall be charged to Tourist.

c. Tourist shall strictly abide by the laws and regulations promulgated by the government of the countries visited. Tourists shall be responsible for any and all penalties due to any regulations of the governments of the countries visited.

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Cancellation & refund policy

In the event of cancellation by tourist after confirmation of the booking, the deposit is non-refundable and non-transferable.

After payment is made, refunds will be made as follows:

Cancellation	Refund
More than 30 days prior to departure	100% of tour cost
30–10 days prior to departure	90% of tour cost
10–2 days prior to departure	50% of tour cost
Less than two days before departure	No refund

a. Written notice of cancellation must be received by the Travel Agency either by mail or fax. Oral cancellation by phone will not be acceptable.

b. In addition to the above stated cancellation charges, if airline tickets have already been issued at the time of cancellation (regardless of number of days prior to departure), the tourist will be assessed an additional airline cancellation penalty and service charge pursuant to the airline's rules and regulations.



c. When a participant cannot complete the tour for any reason, the unused portion of the tour is non-refundable. No refund will be made to the participants who have failed to secure valid travel documents such as passports or visas.

Complaints and arbitration

a. If Tourists has any complaints during the tour, Tourists may inform the local guide or the local representative specified by Travel Agency. Failure to promptly notify Travel Agency of the complaint may reduce or eliminate any compensation that may be payable. In case that a satisfactory remedy is not achieved, Tourist may submit a written complaints received by Travel Agency within thirty days from the end of tour. Complaints received by Travel Agency will be acted upon promptly and fairly within the terms of these conditions.

b. All disputes arising in connection with this contract or any modification or extension thereof, should be settled amicably through negotiations. In case no settlement can be reached, the case in dispute shall then be submitted or arbitration in Chinese Arbitration Association in Beijing, China.

Validity

This agreement is valid from October 10th, 2009 to October 28th, 2009 and effective upon signed by the two parties.

Original text

This contract is written in English, in two originals, one for each party.

China Yangguang Travel Agency	Tourist
Zhang Ming	David Smith
Manager of Overseas Department	

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PART Ⅳ GOOD TO KNOW：ANCIENT CHINESE ARCHITECTURE

曲桥	zigzag bridge	对联	couplet
牌楼	pailou	鞭炮	firecracker
冬至	winter solstice	生肖	animal zodiac
亭	kiosk/pavilion	阁楼，顶楼	garret
门廊	porch	雨篷	canopy
大厅	lounge	栅栏	fence/paling/railings
琉璃瓦	glazed tile	斗拱	corbel arch
横梁	cross bean	中庭，天井前厅	atrium

宅邸	mansion	塔	pagoda/stupa
天井	patio	榭	pavilion on a terrace

PART Ⅴ EXERCISES

I. Listening comprehension.

Would you eat a ready meal from the fridge rather than cook from scratch? Have you been doing internet shopping rather than going to the stores? What can't you be bothered to do?

A study into how lazy British people are has found more than half of adults are so idle they'd __1__ the lift rather than climb two flights of stairs.

Just over 2 000 people were quizzed by __2__ researchers at Nuffield Health, Britain's largest health charity. The results were startling.

About one in six people surveyed said if their remote control was __3__ , they would continue watching the same channel rather than get up. More than one third of those questioned said they would not __4__ to catch a bus. Worryingly, of the 654 respondents with children, 64% said they were often too tired to play with them. This led the report to __5__ that it's no wonder that one in six children in the UK are classified as __6__ before they start school.

Dr Sarah Dauncey, medical director of Nuffield Health, said: "People need to get __7__, not just for their own sake, but for the sake of their families, friends and evidently their pets too.

"If we don't start to take control of this problem, a whole __8__ will become too unfit to perform even the most rudimentary of tasks." And Scotland's largest city, Glasgow, was __9__ as the most indolent city in the UK, with 75% surveyed admitting they do not get enough exercise, followed closely by Birmingham and Southampton, both with 67%.

The results pose serious challenges for the National Health Service, where obesity-related illnesses such as __10__ disease and cancer have been on a steady increase for the past 40 years and are costing billions of pounds every year.

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II. Match the two columns.

1. 遵守	a. calligraphy strokes
2. 甲骨文	b. conform to
3. 篆书	c. shell script
4. 行书	d. seal style
5. 隶书	e. official style
6. 楷书	f. regular style
7. 笔画	g. running style
8. 草书	h. swift style

III. Fill in the blanks with words given below, and make some changes if necessary.

make a reservation	reward	celebrate	afford	in advance
in the case of	invite	remind	participate	drop sb. a line

1. They ____ me to have dinner with them on Sunday.
2. How can I ____ your kindness?
3. Where can I ____? You can do it online.
4. Please ____ when you get home.
5. Several experts will ____ as technical advisers..
6. There is no reason that you shouldn't tell them ____ when you are going.
7. They are going to hold a party to ____ their graduation.
8. Who should we notify ____ an emergency?
9. As a student, he couldn't ____ the luxury.
10. What he said ____ me of my college life.

IV. Reading comprehension.

The train began to slow down among the fields. I looked out and saw a wooden platform, and a board with "Aberdovey" on it. And there, too, was Arthur looking anxiously up and down the train. With him was a large vicar, overflowing with loud greetings, as I got out.

"We may as well walk up," said Arthur, "I fear there's no taxi to be had." As we left the station he pointed to a black box on wheels, drawn by an unbelievably old horse, driven by an unbelievably old man. "That is the Aberdovey bus traveling between station and town. You tell old Rushell where you want to be put down, climb in, bang the door as a sign that you are safe, and in time he starts. We shall see him presently on the road; it's about all the traffic we have."

It was a goodish walk from the station, for the town straggled along between the hills and the port. I was amused with the walk and glad to stretch my legs after being cooped up so long. The vicar accompanied us most of the way, not from duty, as I at first imagined, but, as I learned later, because he had nothing else to do, and my arrival was a bit of an event, a trifle to add to the gossip. I was amazed at the way in which both he and Arthur turned on Welsh, as though from a tap, whenever they met an acquaintance, which was about every hundred yards.

At last the vicar said good-bye. He was very stout and didn't want to do our final climb. The tiny house that Arthur had obtained for his mother was at the end of a tiny row, lodged on the hillside. We could reach the house only by a rough and very steep path. At the open door stood Mrs. Hughes, with a " Well, well, well, and here you are at last!" It is curious how a mere tone of voice can make you feel at home at once. A meal was all ready, and as I fell upon it heartily I was able to amuse Arthur and his mother with the story of my journey; he, poor fellow, had been at the station since two o'clock, off and on.

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1. The vicar who met Arthur at the station____.
   [A] was bursting with news
   [B] was overwhelmed with emotion
   [C] welcomed him cheerfully
   [D] greeted him unenthusiastically
2. The writer and his friends didn't think it was worth taking the bus because____.
   [A] it didn't go far enough
   [B] they thought a walk from the station was good to them
   [C] they didn't want to ride in a black box
   [D] the horse was too old to walk uphill
3. According to Arthur, if you wanted to take the Aberdovey bus you had to____.
   [A] be ready to start on time
   [B] be content to go when the driver was ready
   [C] get in and give directions to the driver
   [D] signal to the driver when to get in
4. From the passage we understand that the writer was glad to walk as____.
   [A] liked walking long distances
   [B] found walking amusing
   [C] had long legs
   [D] was stiff after his long journey
5. What makes us think that the writer arrived later than expected?
   [A] He said the train had been delayed.
   [B] Arthur had been waiting at the station since two o'clock.
   [C] Arthur had to make frequent trips to the station.
   [D] He said the journey had been amusing.

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V. Translate the following sentences into Chinese. They are underlined in the text.

1. Traditionally, broadcast companies and production firms gain access to wildlife for free through national parks authorities, conservation site managers, or wildlife researchers. Though production costs are high, risks considerable, and margins thin, they make money through wide distribution, sales, and advertising.
2. At one time AfriCam boasted over 30 million visitors to its site per month and accounted for 48 percent of all of South Africa's Internet traffic, all this with very little promotion.
3. Park authorities, managers, and researchers could, and probably should, license media rights rather than relinquish them. They should also take care not to sign away valuable rights by not reading the fine print. Moreover, conservation organizations and national park authorities (particularly in the developing world) need to work together to control



access to sites and ensure that an equitable share of the proceeds contributes to the costs of conservation.

4. This interactive websites was developed to deal with popularity and create educational opportunities without the impact of mass visitation.
5. It attracts the attention of Chinese gangsters, whose deadly battles over the fortunes to be made from racketeering and extortion in the territory are a continuing problem.

VI. Writing.

Online Social Network

1. 现在越来越多的人沉溺于社交网络，如 Facebook、人人网、开心网等。
2. 出现这种现象的原因。
3. 我的看法。

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ACTIVITY 3　WORKSHOP 2: THE SKI RESORT

Aim:

Based on team-work, students are assigned to discuss the material, then to present a play of the village meeting on class, each student is required to play at least one role, and the play takes 10～15 minutes.

Meeting Agenda:

- Based on teamwork, students should be grouped into several teams to do the class discussion, each student would play one/several role(s) in the meeting;
- Total time—30 minutes;
- First 5 minutes—Mayor to open meeting, be the Chair-control discussion-invite people to talk, introduce Chairman of development consortium, Chairman to put forward the motion, giving an overall statement of the plan, his/her reasons for wanting to develop, and the benefits/costs of the project.
- Next 15 minutes—To ascertain the overall opinion of residents and business people of Woomera—Mayor to call on each person for his/her stance on the proposal. Allowance for discussion/debate.
- Final 10 minutes—To come to a conclusion regarding the development. Mayor to call for a vote. Both mayor and Chairman of development consortium to address the concerns if group in terms of what will be done to make everyone happy.

(at the end of the activity—go through mistakes; suggest better phrases/meeting language)

- Students should study the development plan, outline the character and standpoint of your chosen role, discussing pros and cons with others in your group;
- Suggested teaching arrangement: 3 class hours.

Workshop material:

Tourism: The ski resort

The mountain village of Woomera has for a long time been off the beaten track (remote from populous or much-travelled regions) and only visited by a few tourists in the summer. Now a consortium (an association or a combination, as of businesses, financial institutions, or investors, for the purpose of engaging in a joint venture) of businessmen from a town in the valley has come up with a plan for the village to develop a ski resort. A tourist complex of hotels, apartments, boutiques, a swimming pool and other luxury facilities would be built a attract winter-sports enthusiasts. A public meeting to discuss the plans will take place tomorrow.

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Meanwhile, the pros & cons (advantages & disadvantages) of the plan are being discussed in the village inn, mayor's office, and private houses.

MAYOR of the village: supports the scheme—thinks development is good.

CHAIRMAN of the development consortium: Interested in making money.

WELL EDUCATED PERSON—friend of mayor: Interested in business management.

MEMBER OF LOCAL COUNCIL: Is worried about the money the council will have to spend on roads, rail, waste disposal, etc.

ENVIRONMENTALIST: Angry that trees will be cut down, and wildlife will be killed/habitat destroyed and they will have to moves.

INNKEEPER: Could expand his business.

SHOPKEEPER: Could make a lot of money selling equipment, food, supplies, etc.

PETROL STATION OWNER: Happy about the increase in demand for his fuel.

BUS DRINER FROM VALLEY: Could get more business from tours, etc.

DOCTOR: Worried about diseases tourists might bring.

LOCAL LABOURER: Feels he will get more work and maybe a permanent job.

WEEKEND RESIGENT: Works in town, gets away from it all in his weekend cottage.

WRITER: Enjoys rural peace and goes there to write.

FARMER 1: Could sell more produce due to increased development.

FARMER'S WIFE 1: Feels tourism will take her family better off.

FARMER'S CHILD 1: More enthusiastic about staying and working on the farm if it means more money.

FARMER 2: Does not like tourists.

FARMER'S WIFE 2: Thinks the developers will want to take their land.

SMALL FARMER'S CHILD 2: Doesn't want strange people looking at him/her.

TEENAGER: Wants to meet tourists because he/she has a dream to travel.

SCHOOLBOY: No prospects for work at the moment.

SCHOOLGIRL: Finds village "dead".

YOUNG PERSON 1: Worried about no jobs in summer.

YOUNG PERSON 2: Unemployed.

OLD PERSON 1: Doesn't like change.

OLD PERSON 2: May not like to see benefits of scheme.

OLD PERSON 3: Thinks scheme would destroy village life.

OLD PERSON 4: Worried about crime.

Development plan:

The scheme will take 3 years to complete.

When construction is finished there will be:

- 400 hotels.
- 150 private apartments.

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- 15 shops and boutiques.
- 1 supermarket.
- 1 bank.
- 7 ski-lifts with access to 150km of ski-run.
- improved road and rail access to the valley.


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UNIT 13 SPORTS AND OUTDOOR ACTIVITIES

PART Ⅰ TEXT

Text A Backpacking[1]

Backpacking (in US; tramping, trekking, or bushwalking in other countries) combines hiking and camping in a single trip. A backpacker hikes into the backcountry to spend one or more nights there, and carries supplies and equipment to satisfy sleeping and eating needs.

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Definition

A backpacker packs all of his or her gear into a backpack. This gear must include food, water, and shelter, or the means to obtain them, but very little else, and often in a more compact and simpler form than one overnight stay in the wilderness (otherwise it is a day hike)[2]. Many backpacking trips last just a weekend (one or two nights), but long-distance expeditions may last weeks or months, sometimes aided by planned food and supply drops.

Backpacking camps are more Spartan than ordinary camps. In areas that experience a regular traffic of backpackers, a hike-in camp might have a fire ring and a small wooden bulletin board with a map and some warning or information signs. Many hike-in camps are no more than level patches of ground without scrub or underbrush. In very remote areas, established camps do not exist at all, and travelers must choose appropriate camps themselves.

In some places, backpackers have access to lodging that is more substantial than a tent. In the more remote parts of Great Britain, bothies exist to provide simple (free) accommodation for backpackers. Anther example is the High Sierra Camps in Yosemite National Park. Mountain huts provide similar accommodation in other countries, so being a member of a mountain hut organization is advantageous (perhaps required) to make use of their facilities. On other trails there are somewhat more established shelters of a sort that offer a place for weary hikers to spend the night without needing to set up a tent.

Most backpackers purposely try to avoid impacting on the land through which they travel. This includes following established trails as much as possible, not removing anything, and not leaving residue in the backcountry. The “Leave No Trace” movement offers a set of guidelines for low-impact backpacking (Leave nothing but footprints. Take nothing but photos. Kill nothing but time. Keep nothing but memories).

Motivation

People are drawn to backpacking primarily for recreation, to explore places that they



consider beautiful and fascinating, many of which cannot be accessed in any other way. A backpacker can travel deeper into remote areas, away from people and their effects, than a day-hiker can. However, backpacking presents more advantages besides distance of travel. Many weekend trips cover routes that could be hiked in a single day, but people choose to backpack them anyway, for the experience of staying overnight.

These possibilities come with disadvantages. The weight of a pack, laden with supplies and gear, forces traditional backpackers to travel more slowly than day-hikers would, and it can become a nuisance and a distraction from enjoying the scenery. In addition, camp chores (such as pitching camp, breaking camp, and cooking) can easily consume several hours every day. However, with practice, much of this downtime can be purged from the day.

Backpackers face many risks, including adverse weather, difficult terrain, treacherous river crossings, and hungry or unpredictable animals (although the perceived danger from wild animals usually greatly exceeds the true risk). They are subject to illnesses, which run the gamut from simple dehydration to heart exhaustion, hypothermia, altitude sickness, and physical injury. The remoteness of backpacking locations exacerbates any mishap. However, these hazards do not deter backpackers who are properly prepared. Some simply accept danger as a risk that they must endure if they want to backpack; for others, the potential dangers actually enhance the allure of the wilderness.

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Equipment

Almost all backpackers seek to minimize the weight and bulk of gear carried. A lighter pack causes less fatigue, injury and soreness, and allows the backpacker to travel longer distance. Every piece of equipment is evaluated for a balance of utility versus weight. Significant reductions in weight can usually be achieved with little sacrifice in equipment utility, though very lightweight equipment can be significantly more costly.

A large industry has developed to provide lightweight gear and food for backpackers. The gear includes the backpacks themselves, as well as ordinary camping equipment modified to reduce the weight, by either reducing the size, reducing the durability, or using lighter materials such as special plastics, alloys of aluminum, titanium, composite materials, impregnated fabrics and carbon fiber. Designers of portable stoves and tents have been particularly ingenious. Homemade gear is common too, such as the beverage-can stove.

Water

Backpackers often carry some water from the trailhead, to drink while walking. For short trips, they may carry enough to last the whole trip, but for long trips this is not practical. A backpack needs anywhere from 2 to 8 L (roughly 1/2 to 2 gallons) or more per day, depending on conditions, making a water supply for more than a few days prohibitively heavy. 1 litre (1.1 US qt) of water weights 1 kilogram (2.2 lb).



Backpackers may carry one to four litres of water, depending on conditions and availability. Although some backpacking camps in heavily-used areas provide potable water, it must usually be obtained from lakes and streams or preferably springs.

According to health and medical experts, untreated water found in backcountry settings in the U.S. and Canada is generally quite safe to drink. Yet despite this, many backpackers believe that drinking and cooking water nearly always needs treatment with a filter or chemical tablets to protect against bacteria and protozoa.(3)

If water is unavailable, or if the only water available is irreparably filthy, backpackers may need to carry large amounts of water for long distances.

Water may be store in bottles or in soft, collapsible hydration packs (bladders). Some backpackers store water in ordinary plastic beverage bottles, while others use special Lexan bottles or metal canteens. For accessibility they may be carried by a shoulder strap or attached to the outside of a pack. Bladders are typically made of plastic, rubber, and/or fabric. They are light, easily stored and collapsible. They may be equipped with drinking hoses for easy access while hiking. In spite of this convenience, bladders are more prone to leaking than bottles, particularly at the hose connections.(4) Hoses also allow the hiker to lose track of the water supply in the bladder and to deplete it prematurely.

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Food

Some backpackers enjoy cooking elaborate meals with fresh ingredients, particularly on short trips, and others carry the gear and take the time to catch fish or hunt small game for food. However, especially for long expeditions, most backpackers' food criteria are roughly the same: high food energy content, with long shelf life and low mass and volume. An additional concern is weight; while Dutch oven and campfire cookery are historically popular, small liquid-fuel camp stoves and ultralight cooking pots made of aluminum or titanium are more common in modern usage due to weight limitations and fire restrictions in many locales.

Ordinary household foods used on backpacking trips include cheese, bread, sausage, fruit, peanut butter, and pasta. Popular snack foods include trail mix, easily prepared at home; convenient and nutritious energy bars, chocolate, and other forms of candy, which provide quick energy and flavor. Traditional outdoor food includes dried foodstuffs such as jerky or pemmican, and also products like oatmeal (which can also be consumed raw in emergency situations).

Most backpackers avoid canned food, except for meats or small delicacies. Metal cans and their contents are usually heavy, and, like all trash, the empties must be carried back out.

For dinners, many hikers use specially manufactured, pre-cooked food that can be eaten hot. It is often sold in large, stiff bags that double as eating vessels. One common variety of special backpacking food is freeze-dried food, which can be quickly reconstituted by adding hot water. One can also purchase a commercial food dehydrator which removes the majority of water from a pre-cooked meal. To eat, water is mixed in with the meal several hours before eating and



allowed to rehydrate before heating. Some various distributors of this are Backpackers Pantry and Mountain Outfitters. Another kind of special backpacking food is UHT-packaged without dehydration, and can be reheated with a special, water-activated chemical heater. This technology originated with the U.S. military's Meal Ready-to-Eat ("MRE"), but is now produced also for the commercial market. The small chemical heater obviates the need for a portable stove and fuel, however the added weight of the MRE's and their packing reduce the weight advantage.

As more and more "big box" retail stores carry pre-packaged dehydrated foods (such as Mountain House Brand) however, it is becoming increasingly easier to buy packed meals retail versus mail order, whereas MRE's are rarely carried in retail stores.

Words and Expressions

allure	[ə'ljuə]	*n.*	诱惑力，吸引力
		v.	诱惑，吸引
aluminium	[ˌæljə'miniəm]	*n.*	铝
backcountry	['bæk'kʌntri]	*n.*	边远地区
bulletin	['bulətin]	*n.*	公报，期刊，公示
		vt.	发表，公告通知
chores	[tʃɔːz]	*n.*	杂务，琐事
collapsible	[kə'læpsəbl]	*a.*	可折叠的
criteria	[krai'tiəriə]	*n.*	标准，尺度，准则
dehydration	[ˌdiːhai'dreiʃən]	*n.*	脱水
deter	[di'təː]	*vt.*	阻止，威慑，威吓
distraction	[di'strækʃən]	*n.*	分心，消遣，发狂
durability	[ˌdjuərə'biləti]	*n.*	持久性，耐久性
exacerbate	[ig'zæsərbeit]	*vt.*	(使)加重，恶化，激怒
fabrics	['fæbriks]	*n.*	纤维织物
fatigue	[fə'tiːg]	*n.*	疲劳，疲乏，劳务杂役
		v.	(使)疲劳
filthy	['filθi]	*a.*	肮脏的，卑劣的
gamut	['gæmət]	*n.*	全音阶，长音阶
		n.	全部，整个范围
gear	[giə]	*n.*	传动装置，齿轮
		v.	调整，使适应于
hydration	[hai'dreiʃən]	*n.*	水合作用
hypothermia	[ˌhaipə'θəːmiə]	*n.*	[医]体温过低
impregnate	[im'pregneit]	*v.*	注入，使充满，使怀孕
		a.	充满的，怀孕的

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ingenious	[in'dʒiːniəs]	*a.* 机灵的，精致的
ingredient	[iŋ'riːdiənt]	*n.* 配料，作料，材料
irreparably	[i'repərəbəli]	*ad.* 不能挽回地
jerky	['dʒəːki]	*a.* 急动的，颠簸的
		n. 肉干
laden	['leidn]	*a.* 装满的，负担重的
mishap	['mishæp]	*n.* 不幸之事，灾祸，厄运
nuisance	['njuːsəns]	*n.* 讨厌的人，讨厌的东西
nutritious	[nu'triʃəs]	*a.* 有营养的，滋养的
oatmeal	['əutmiːl]	*n.* 燕麦片，浅棕色
patch	[pætʃ]	*n.* 小片，补丁
		vt. 修补，补缀
peanut	['piːnʌt]	*n.* 花生，渺小的人或物
pemmican	['pemikən]	*n.* 干肉饼，摘要，要旨
plastics	['plæstiks]	*n.* 整形外科，外科修补术
prohibitively	[prə'hibətiv]	*ad.* 禁止的，抑制的
prone	[prəun]	*a.* 易于……的，有……倾向的
purge	[pəːdʒ]	*n.* 整肃，清除，净化
		v. 净化，清除，清洗
reconstituted	[riː'kɔnstitjuːtid]	*a.* 再造的，再生的
rehydrate	[ˌriː'haidreit]	*v.* 补充体液
remote	[ri'məut]	*a.* 偏僻的，远程的
		n. 远程操作
residue	['reziduː]	*n.* 残渣，剩余物
scrub	[skrʌb]	*n.* 用力擦洗，渺小之物
		v. 用力擦洗
titanium	[ti'teiniəm]	*n.* 钛
trailhead	['treilhed]	*n.* 小道的起点
treacherous	['tretʃərəs]	*a.* 背叛的，危险的
ultralight	['ʌltrəlait]	*a.* 超轻型的
underbrush	['ʌndərbrʌʃ]	*n.* 矮树丛

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Notes

(1) 本文节选自 Wikipedia, the free encyclopedia,有删减.

(2) This gear must include food, water, and shelter, or the means to obtain them, but very little else, and often in a more compact and simpler form than one overnight stay in the wilderness (otherwise it is a day hike). 这里就是指一般的宿营，露营。这句意指背包旅行携带的物品比一般的露营所需物品更简单，装得更紧凑。



(3) Yet despite this, many backpackers believe that drinking and cooking water nearly always needs treatment with a filter or chemical tablets to protect against bacteria and protozoa.尽管如此，很多背包旅行者仍然相信饮用水和吃饭用水需要用过滤器或者化学药品来处理，只有这样，才能保证水资源不被细菌或原生动物污染。

(4) In spite of this convenience, bladders are more prone to leaking than bottles, particularly at the hose connections.虽然袋装水有许多方便之处，但是，袋子本身比瓶子更容易漏水，尤其是在袋子与水管的连接之处。be prone to：有……的倾向，易于。例如：People are more prone to making mistakes when they are tried.人们在疲劳时更容易出差错。

Text B Sport Tourism[1]

Overview of Sport and Tourism

Today vast numbers of people participate in or watch sports and almost everyone aspires to a holiday. Though the connections between sport and tourism have long been established, the relationship is now gaining global significance. Media attention has increased and people are becoming more and more aware of the health and recreational benefits that sport and tourism provide. Elliott has shown that the televised production of England's cricket tour to the West Indies[2] increased ongoing package tourism to these islands by as much as 60 percent, an outcome also noted by Ritchie and Lyons in their study of the 1998 Calgary[3] Winter Olympics, where holiday visits to Calgary increased dramatically after the Games.

<u>The growing number of travel companies that now produces brochures to advertise their sports and adventure holidays—for example, while water rafting through the Arctic, scuba diving in Kenya, or trekking in Nepal—testify to the increasing interest in sport tourism.[4]</u> In travel-and-tourist magazines, resort advertising continues to emphasize the availability of sport facilities and opportunities. Spectator vacations are also increasingly popular with huge numbers of visitors attracted to various kinds of sports events. Le Tour, France's prestigious three-week cycle race, claims to be the world's largest annual sports spectating event, attracting several million spectators along its 2 500-mile route, while in Britain it is claimed that around 2.5million people watch outdoor sport and another 1million watch indoor sport while on holiday there.

Congresses, seminars, and workshops on sport and tourism have been documented as taking place since 1971 when the International Council for Sport Science and Physical Education (ICSSPE[5]) held a congress in Helsinki[6], Finland, on the topic "Activity Holiday-Making". The International Council for Sport Science and Physical Education and the International Council for Health, Physical Education and Recreation (ICHPER[7]) jointly sponsored the first congress that specifically addresses sport tourism which was held in Israel[8] in 1986. The first journal dedicated to sport tourism[9], The Journal of Sport Tourism International Council, this journal is now produced quarterly in the E-zine format with access through the Internet.[10]

The relationship between sport and tourism in the modern world is symbiotic. It is not simply that sport furthers tourism by offering an ever-increasing range of valued visitor

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experiences; tourism also aids sport. This is illustrated in Figure 13-1 as an interdependent relationship[11]. The figure identifies sport as a special segment of the tourism industry. Our model illustrates the relationship between sport and tourism as interactive with tourism, which in turn influences sports participation and the sports infrastructure. Sport and tourism are now inextricably linked, and as globalization advances, new and exciting possibilities are opening up to enrich touristic experiences through sport and enhance sport development through tourism.

Segment of tourism industry

Sports ⟶ **Tourism**

Participation   Infrastructure

Figure 13.1 Basic Model of Sport Tourism

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Changes in the international travel market worldwide are leading to an increasing variety of tourist types, needs, and patterns. Adventure and activity holidays are a recognized and growing segment of the tourist industry, and sports training (e. g., the regular practice of sport) is acknowledged as an important and potentially health-enhancing activity for which tourism can be the catalyst.

Health care and training of the body have become an important part of the tourism industry. From the start tourism was promoted for its health-improving functions. People used to go to seaside resorts because of the "presumed health-giving properties of sea bathing". Sea bathing led to sunbathing, but the risk of skin cancer has shifted emphasis toward a fit body, a body that is trained through exercise and sport. Sport as therapy is another growing segment of the tourism industry, with an estimated 15 million annual visits to spas in Europe alone, a figure that is similar to the markets in the United States and Asia.

Sport as part of business hospitality is big, profitable, and growing, with most of the clients spectating at events miles away from their place of work. Active sport associated with business tours is also increasingly widespread. However, due to space limitations and a stronger commitment to sporting holidays, we must treat this type of sport tourism cursorily.

Travel agents are always on the lookout for new markets as a way of broadening their business.[12] Jolley and Curphey (1994) report that the six thousand agents who were at the American Society of Travel Agents' World Travel Congress in Portugal in 1994 identified the sports sector as a major growth market of niche travel: "Whatever the special interest a company somewhere will organize a holiday around it."

It has become almost impossible for professional sportsmen and sportswomen to pursue

their careers without engaging in travel. Team tours are also popular with amateur clubs who engage agents to find matches and make accommodation and transport arrangements.

These examples provide an introduction to the sport tourism phenomenon, which we will now define.

Definition of Sport Tourism

As a concept, sport tourism is often seen as of more recent origin than either sport or tourism. Yet what may be the earliest published work specifically linking sport and tourism can be traced to 1887. Victor Balck, the father of modern Swedish sport, included in a book dealing with different sports a chapter describing “Tourism and Sport”. The term sport tourism or sport tourist is found increasingly in recent literature though few definitions are available.

Sport tourism falls into two categories, travel to participate in sport and travel to observe sport. Therefore, sport tourism may be defined as travel for non-commercial reasons, to participate in or observe sporting activities away from the home range.

Although we accept this definition, we also include the category of business and commercial tourism. That is, sport tourism can occur while a person is traveling for business or commercial reasons.

Word and Expressions

Word	Pronunciation	Part of speech	Meaning
aspire	[əs'paiə]	*v.*	热望
catalyst	['kætlist]	*n.*	催化剂
categorize	['kætigəˌraiz]	*v.*	分门别类
cricket	['krikit]	*n.*	球，板球
cursorily	['kə:sərəli]	*ad.*	粗略地，不注意细节地
discriminating	[di'skriməˌneitiŋ]	*a.*	有辨别力的
enrich	[in'ritʃ]	*v.*	使丰富
globalization	[ˌgləubəlai'zeiʃən]	*n.*	全球一体化，世界一体化
inextricably	[ˌinik'strikəbli]	*ad.*	解不开地
interactive	[ˌintə'æktiv]	*a.*	互相作用的
officiator	[ə'fiʃi: 'eitə]	*n.*	裁判
ongoing	['ɔnˌgəuiŋ]	*a.*	进行中的
prestigious	[pre'sti:dʒəs]	*a.*	有声望的
presume	[pri'zju:m]	*v.*	认为
profitable	['prɔfitəbl]	*a.*	赚钱的，获利的
scuba	['sku:bə]	*n.*	自携式水下呼吸器
spa	[spɑ:]	*n.*	矿泉疗养地
symbiotic	[ˌsimbai'ɔtik]	*a.*	共栖的，共生的

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Swedish	['swiːdiʃ]	*a.*	瑞典的
testify	['testifai]	*v.*	作证，提供证据
therapy	['θerəpi]	*n.*	疗法
trek	[trek]	*v.*	进行艰辛的长途旅行

Notes

(1) 选自 Sport Tourism, edited by Joy Standeven and Paul De Knop, Human Kinetics, 1998年出版。

(2) the West Indies：西印度群岛。

(3) Calgary：卡尔加里(加拿大西南部城市)。

(4) white-water rafting in Arctic, scuba diving in Kenya, or trekking in Nepal-testify to the increasing interest in sport tourism. 跨北冰洋乘筏漂流，在肯尼亚潜水，或是在尼泊尔长途跋涉——都是人们对体育旅游兴趣热增的证明。white-water rafting：清流漂筏。scuba diving：戴自携式水下呼吸器的潜水。

(5) ICSSPE：国际运动科学和体育教育理事会。

(6) Helsinki：芬兰首都赫尔辛基。

(7) ICHPER：国际卫生体育及娱乐理事会。

(8) Israel：以色列。

(9) sport tourism：以体育为主题的旅游。

(10) in the Ezine format with access through the Internet. 以电子版出现，在因特网上可以看见。

(11) an interdependent relationship：一种相互依存的关系。

(12) Travel agents are always on the lookout for new markets as a way of broadening their business. 旅行社时刻关注着新市场，这是他们拓展业务的一种途径。

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PART Ⅱ DIALOGUE

Dialogue 1 In the Golf Club

Scene 1

A：We can tee off now.

B：Oh, my shoes are too small. I'll exchange for big ones. Wait a moment.

A：I drove a ball into the hole in only one stroke just now.

B：You are great!

A：Tell me your handicap.

B：I'm not sure. I am new to the game.

Scene 2

A：Do you usually play golf?



B：I don’t like to play alone because it’s too expensive. But I often play golf with my boss, because our company is a member of a golf club.

A：How much is the membership fee?

B：Our company has a corporate membership for the year; it costs 200 000 dollars. An individual membership is comparatively much cheaper.

A：What about people who don’t have a membership?

B：Yeah. The fees range from 1 000 to 2 000 dollars.

场景 1

A：我们现在可以开杆了。

B：哦，我的鞋太小了。我去换一双大点儿的。等一会儿。

A：我刚才仅仅一杆就打中了。

B：你真棒。

A：告诉我你的弱点。

B：我不敢确定，我是新手。

场景 2

A：你平时打高尔夫吗？

B：自己不打，太贵了。不过我们公司是一个高尔夫俱乐部的会员，所以会陪老板去。

A：入会大概多少钱？

B：我们公司办的是年度团体会员卡，20 万美元。个人卡比团体卡便宜多了。

A：非会员能打吗？

B：可以。非会员打一场 1 000～2 000 美元。

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Word Service Station

approach shot	轻击球，打近球	arc	飞行弧线
attest	证明，成绩	average golfer	一般水平选手
baby golf	小型高尔夫球赛	back spin	下旋球
back tee	发球区	pin	旗杆
baffy 5	5 号球杆	balance point	(球杆)平衡点
ball mark	球迹	bang	扣击
bentgrass	常绿草	Bermuda grass	百慕大草
birdie	小鸟球，三击入洞	bottle golf	儿童高尔夫球
carried honor	优先开球权	close stance	预备姿势
club house	会馆	cock	曲腕
course	高尔夫球场	cup up	打高球
cup	球穴，球洞	fluff	击球失误
ladies’ tee	女用球座	follow wind	顺风
gloves	手套	shot	击球
golf dom	高尔夫球界	golf links	高尔夫球场
golfer	高尔夫手/运动员	grass bunker	绿草洼地



Dialogue 2　Hiking in the Mountains

Ms. Li is asking Larry what he usually does for his holiday and surprisingly finds that they share the same interests. So they both agree that they will go hiking in the mountains for the coming holidays.

Li=Ms. Li(李女士)　　L=Larry(拉里)

Li：What do you usually do during your holidays?

L：I like outdoor sports, especially hiking in the mountains. Anyway, I hate being confined to the room studying.

Li：So do I. As the saying goes, all work and no play makes Jack a dull boy.

L：Definitely right. We cannot work all the time. By the way, what's your way of relaxing?

Li：Hiking, fishing, skiing and mountain climbing, all hold a great attraction for me.

L：Great! Then what about hiking in the mountains together for the coming holidays?

Li：Sounds like a great idea! I like the experience of climbing steep and tall mountains.

L：We can make a one-day trip. We'll keep going all the way to the top by noon and get to the foot of the mountain before it gets dark.

Li：What preparations should I make?

L：Just take the necessary things. First of all, prepare a pair of comfortable shoes. Then take some extra clothes, for it may be much cooler at the top of the mountain.

Li：Do we need any backpacking gear? I don't know where to get it.

L：Don't worry. I can lend you some.

Li：Thanks. I'll make good preparations for it and I'm sure we'll have a wonderful time.

L：Sure we will. I will call you before the day we start.

Li：That's a deal. See you.

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Li：假期你通常做什么？

L：户外运动，尤其喜欢在山中徒步。总之我讨厌被关在房间里学习。

Li：我也喜欢在山里步行。俗话说：总工作不玩耍聪明孩子也变傻。

L：绝对正确。要想保持良好的健康，享受生活，就不能总是工作。顺便问一下，你怎么休闲？

Li：远足，钓鱼，滑雪，爬山，所有这些我都有兴趣。

L：太好了！那么在马上要来的假期一起去山上远足如何？

Li：听起来很棒的主意！我喜欢爬陡峭的高山。

L：我们可以来个一日游。我们在中午之前一直走到山顶，在天黑之前到达山脚。

Li：我应该做些什么准备？

L：只需要拿上必备的东西。首先准备一双舒适的鞋子。然后额外拿些衣服，因为在山上会冷的多。

Li：我们需要徒步的装备吗？我不知道在哪里弄到。

L：不用担心，我可以借给你一些。



Li：谢谢。我会好好准备的，我相信我们一定会过得很棒。
L：我们当然会。走之前那天我会打电话给你。
Li：一言为定。再见。

Word Service Station

BC (base camp)	大本营	ABC (Attack Base Camp)	前进营地
C1 (camp one)	1 号营地	AC (attack camp)	突击营地
cerack	冰塔	ice fall	冰瀑区
gully	岩沟	crevasse	明裂缝
hidden crevasse	暗裂缝	plateau	平台
couloir	雪沟	pinnacle	尖峰
knife ridge	刃状山脊	col	山坳部
hanging glacier	悬冰川	snow face/wall	雪壁
ice face/wall	冰壁	traverse	横切
avalanche	雪崩	cornice	雪檐
glacier	冰川	ice field	冰原
ice tongue	冰舌	moraine	冰碛
cooking equipment	炊具	lighter	打火机
gas lamp	煤气灯	gas range	煤气炉
cotton glove	棉手套	climbing shoes	攀岩鞋

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PART Ⅲ TOURISM LINK：PASSENGERS' HEALTH DECLARATION

PASSENGERS' HEALTH DECLARATION

Name in fall__________ Sex__________ Age__________

Nationality __________ Occupation __________

Date of entry __________ Flight No,__________

1. Date & place of departure __________
2. Please Mark " √ " before the symptom if any now.

   □Fever □Rash □Cough □Sore throat bleeding

   □Vomiting □Diarrhea □Jaundice □Lymph-gland □Swelling
3. Any illness now: psychosis, leprosy, AIDS (Inc. AIDS virus carrier), venereal diseases, active pulmonary tuberculosis and other diseases?
4. Please mark " √ "in the items of the following articles, if you bring any of them with yourself.

   Biological products__________Blood products__________ Second-hand clothes__________
5. Name of travel group__________
6. Contact address and host organization in China __________



PART Ⅳ GOOD TO KNOW: SPORTS ITEMS

aquatic sports

游泳	swimming	自由泳	freestyle
仰泳	backstroke	蛙泳	breaststroke
蝶泳	butterfly	水球	water polo
跳水	diving	花样游泳	synchronized swimming

track and field athletics

赛道	track	跳跃	jumping
跳高	high jump	跳远	long jump
三级跳远	triple jump	投掷	throwing
推铅球	shot put	掷铁饼	discus
标枪	javelin	马拉松	marathon

ball game

羽毛球	badminton	棒球	baseball
篮球	basketball	足球	football
手球	handball	曲棍球	hockey/field hockey
垒球	softball	乒乓球	table tennis
网球	tennis	排球	volleyball

cycle racing

公路自行车赛	road cycling	场地自行车赛	track cycling
山地自行车赛	mountain bike		

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PART Ⅴ EXERCISES

I. Listening comprehension.

Why Do Golf Balls Have Dimples?

You're out on the golf course one pleasant afternoon. Your ball is set on the tee. You lean over the ball. You grip the club just right. Your arms are __1__. Your stance perfect. You swing, and the ball takes off toward the green, sailing in a beautiful arc—almost as if it's __2__.

Your impeccable technique certainly has a lot to do with the success of that drive, but you got a major assist from the little dimples on the golf ball—and they're the subject of this



Moment of Science.

Combined with the proper spin, the __3__ help keep the ball in the air longer, and here's how.

Your picture-perfect swing puts backspin on the ball. The dimples trap a layer of air next to the ball, and this layer spins with the ball.

The air being dragged across the top of the __4__ ball moves in the same direction as the air that's rushing past. As the air spinning with the ball comes around the bottom it is moving in the __5__ direction from the air on top, and therefore against the onrushing air. Consequently it's slower than the air on __6__.

A slow moving air __7__ has higher pressure than a fast moving air stream. So, the higher __8__ on the bottom of the ball is going to hold the ball up longer.

The effect of the dimples is so __9__ that a drive of two-hundred yards hit with a dimpled golf ball, would be __10__ with a non-dimpled ball to about one hundred yards.

II. Put the following into Chinese.

1. customs luggage declaration ________________
2. unaccompanied baggage ________________
3. luggage check-in counter ________________
4. parking area ________________
5. transfer passenger ________________
6. airport inquiries ________________
7. tour leader ________________
8. time difference ________________
9. non-smoking ________________
10. reception program ________________

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III. Fill in the blanks with words given below, and make some changes if necessary.

on behalf of	threat	specialize in	locate	decrease
abandon	apply	be devoted to	allow for	business travel

1. You may____ in person or by letter.
2. ____ is a very important part of our overhead expenditure.
3. The dissatisfaction ____ rather than decrease.
4. Please ____ the place on this map.
5. I would like to show sincere thanks to you ____ my colleagues.
6. Do not ____ yourself to despair.
7. This year government said more resources will ____ education.
8. Many students ____ engineering.



9. We should ____ unexpected difficulty.

10. Pollution is a global ____.

IV. Reading comprehension.

We've all seen them: perfectly toned celebrities on late-night television telling us that we too can develop rock-hard abdominal muscles. It's easy! Just pay $149.99 for the Body Track or $149.75 for the Ab-Doer and watch those unwanted inches melt from your waist. Americans shelled out tens of millions of dollars last year on various devices to firm up their flabby midriffs.

And did they work? Not necessarily. Independent studies have concluded that most of these products-no matter who advocates them or how expensive they are-shape your midsection no better than old-fashioned stomach crunches. Some can even cause injury-like the $518.99 Body Shapers, which left electrical burns on some researchers at the University of Wisconsin, La Crosse. Others, like the popular Ab-Doer, typically burn fewer calories than a gentle walk, according to a study to be published in September by the American Council on Exercise.

The fact is that many Americans don't have the genetic makeup to develop a visible six-pack. They are either unable to attain the indispensable muscle mass or they can't lose enough fat to make a difference. Even if the underlying musculature is well developed, all it takes to obscure it is a layer of fat one-sixteenth of an inch thick. That's enough to exclude most healthy women as well as plenty of guys who do crunches every day.

So what works best? In its new study, the exercise council evaluates the popular Ab-Doer. A lengthy commercial TV program promises that just 10 minutes a day performing such maneuvers as "Good Mornings"will "trim those abs the fun and easy way without diets."Steven Loy, professor at California State University, tested those claims by measuring the electrical activity produced by the abdominals during three Ab-Doer maneuvers. He and his colleagues then compared the results with those generated during traditional exercises. They determined that the muscles were no more active, and in some cases less so, when exercisers were using the Ab-Doer.

Taking a broader approach, researchers at San Diego State University compared 13 abdominal exercises for their ability to develop the central muscle of the abdomen, and the external obliques on either side of the body. They concluded that the most effective exercises rotated the body and worked the Abs the entire time. Among the winners: the bicycle maneuver-so called because it looks as if you are pedaling while lying flat on the floor-and exercises performed on the "Captain's Chair", a device typically found in gyms that helps hold the body in the air while you raise your legs up toward your chest. Researchers suggested that a varied routine of the different exercises could deliver the best results.

1. " to firm up their flabby midriffs"(Paragraph 1)most probably means____.

   [A] to exercise the muscles of their abdomens

   [B] to harden the muscles of their bellies

   [C] to shave off their pot bellies

   [D] to slim their waists

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2. It can be inferred from the first two paragraphs that____.
   [A] the Body Shapers may do injury to human body
   [B] the Body Track and Ab-Doer are fake commodities
   [C] many people tend to believe in some exaggerated advertisements
   [D] false advertisements enable some companies to make a great profit
3. Many Americans don't have a six-pack because they____.
   [A] do little exercise to develop their muscles
   [B] were born with some physical handicaps
   [C] deposit fat around their bellies
   [D] are in poor health
4. According to Steven Loy, the popular Ab-Doer is____.
   [A] inferior
   [B] fruitless
   [C] successful
   [D] rewarding
5. Why is "Captain's Chair" mentioned in the last paragraph?
   [A] To familiarize people with such a device.
   [B] To prove the effectiveness of exercises.
   [C] To give an example of popular exercises.
   [D] To show what kind of exercises are useful.

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V. Translate the following sentences into Chinese. They are underlined in the texts.

1. The "Leave No Trace" movement offers a set of guidelines for low-impact backpacking (Leave nothing but footprints. Take nothing but photos. Kill nothing but time. Keep nothing but memories).
2. Backpackers face many risks, including adverse weather, difficult terrain, treacherous river crossings, and hungry or unpredictable animals (although the perceived danger from wild animals usually greatly exceeds the true risk). They are subject to illnesses, which run the gamut from simple dehydration to heat exhaustion, hypothermia, altitude sickness, and physical injury. The remoteness of backpacking locations exacerbates any mishap.
3. Significant reductions in weight can usually be achieved with little sacrifice in equipment utility, though very lightweight equipment can be significantly more costly.
4. The growing number of travel companies that now produces brochures to advertise their sports and adventure holidays—for example, while water rafting through the Arctic, scuba diving in Kenya, or trekking in Nepal—testify to the increasing interest in sport tourism.

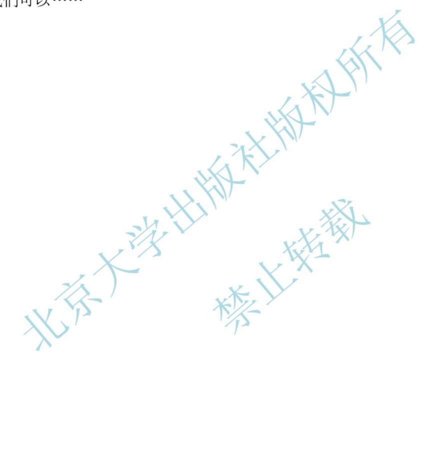


5. Sport and tourism are now inextricably linked, and as globalization advances, new and exciting possibilities are opening up to enrich touristic experiences through sport and enhance sport development through tourism.

VI. Writing.

How to Establish a Healthy Living Style?

1. 越来越多的人开始崇尚简单、健康的生活方式。
2. 造成在这种现象的原因。
3. 我们可以……



UNIT 14　LEISURE AND RECREATION

PART Ⅰ　TEXT

Text A　Elephant Tourism in Laos

Most domesticated elephants in Laos(1) are employed in the lucrative logging industry. While profitable for mahouts, the work is extremely hard going and elephants often become sick or injured. Worked to the point of exhaustion, these elephants are not reproducing, with life spans, birth ratios and quality of life considerably reduced as a result.

Being physically drained is only one reason why elephants are not reproducing. Mahouts working their female elephants in the logging industry make sure they do not get pregnant, as they simply cannot afford to have an out-of-work elephant for such as long period (approx 3–4 years). Understandingly, an elephant not financially contributing in any way can be an incredible burden to a mahout and his family. The same applies for the elephant's calf—they are not strong enough to work in the logging camps until they reach the age of 15. Reproduction is simply a too-costly exercise!

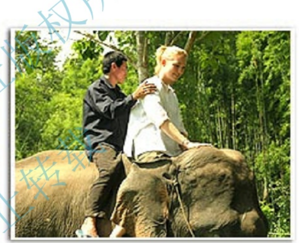


Figure 14.1　Elephant tourism

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Tourism is a wonderful alternative industry to logging for the domesticated elephants of Laos. As long as there aren't 3 or 4 tourists on the back of the 1 elephant! Ecotourism(2) supplies income for the mahout, while allowing female elephants to work while pregnant without any health risks to her unborn calf. Calves can also generate income as tourists can happily spend hours photographing and feeding them. Importantly, mahouts can use their knowledge of the forest when guiding tourists through their province. This way, mahouts can live close to their families (unlike logging) and still enjoy of working with their elephants. This is important if they want to ensure the next generation is interested in becoming mahouts themselves.

Cruelty-free and quality tourism(3) with elephants is an equitable species conservation plan for domesticated elephants.

More information on elephant treks

Discover the picturesque landscapes of northern Laos, learn how to drive an elephant, and

discover everything about this sacred giant. Additionally, ElefantAsia has published a brochure called *Read Before You Ride: How to choose a quality elephant camp in the land of a million elephants*.

Portfolio



Why Choosing Elephant Adventures?

Elephant Adventures Co. supports the conservation programme run by the National Animal Health Centre and ElefantAsia non-profit organization in Sayaboury Province(4), Laos 5% of Elephant Adventure's total turnover is contributed towards the running of the Sayaboury Mobile Elephant Clinic. The unit supplies drugs and veterinary care to the elephants of Laos, free of charge.

The goal of ElefantAsia's "Lao Elephant Care and Management Programme" is to assist the Government and elephant keepers to improve the welfare of elephants.

ElefantAsia also contributes to the transfer of skills and technologies to the local Department of Livestock veterinarians through training and field missions. These activities are carried out to strengthen the ability and the understanding of the local veterinarians who are in charge of the health care of elephants at both province and district levels.

ElefantAsia operates a Mobile Elephant Clinic in Sayaboury province. The project aims at providing medical care for elephants in remote areas. It undertakes registration, provides information and preventive medicine, regular health care and general emergency medicine.

Here in Sayaboury, elephants are considered sacred. Since time immemorial they have served Lao people in the forest and played an integral role in Buddhist and animist beliefs. If the species was to become extinct, a fundamental part of the area's cultural heritage would also be lost.

The "Way of the Mahout" is a unique experience in the heart of Sayaboury jungle. Ride your elephant and learn the secrets of Laos' most experienced mahouts. Share their lifestyle during this incredible journey along rivers and lush untouched forests. By keeping elephants in their traditional environment, this initiative aims at conserving local elephant-lore and at supporting the reconversion of logging elephants into tourism in order to improve the living conditions of both mahouts and elephants.

Fair and environmentally friendly tourism can help preserve the last populations of Asian

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elephants and favour the development of sustainable solutions for letting people and elephants live side by side.

The essence of the trip:

- Contribute to the protection of the Asian elephant
- Discover the Lao forest on elephant back
- Meet the most experienced mahouts in Laos and share their traditions
- Cruise downstream on the Mekong River[5]
- Experience life with Lao people issued from various ethnic groups

Tips for Elephant Adventure in Laos

COLLECTIVE PHARMACY: A collective pharmacy provided by Elephant Adventures and adapted to your expedition is placed under the responsibility of your guide.

PROTECTION OF THE SITES: The ecological balance of the area that you will cross is very precarious. The arrival of tourists, even in restricted groups, disturbs this balance. In the interest of all, each participant is responsible for minimizing their own environmental footprint.

CHANGE CURRENCY:

The local currency is Kip[6]. 1 euro is worth approximately 10 000 kip and a dollar is worth 8 200 kip (rate of July 2010).

It is best to carry US dollars, preferably in cash. Traveller's cheques can only be changed in banks in Vientiane[7] and Luang Prabang[8].

JET LAG: Local time is GMT + 7 hours. There is a 6 hours difference between France and Laos in the winter and 5 in the summer.

CLIMATE: This varies greatly according to season; it is dry from November to March, with some fog. It then becomes hotter and wet between April and October.

TIPS: Culturally, it is normal to give tips to the local guides and drivers, if you are satisfied of course! However, when tipping, take into account that most local people earn around 35 dollars per month. Ensure that your tip is in agreement with realities of the country, i.e. proportional to the standard of living.

HABITS AND CUSTOMS: Laos is a conservative country and it is therefore necessary to avoid being bare-chested. Always wear at least a t-shirt and shorts. Women should bring a sarong for river bathing.

PHOTOGRAPHS - VIDEO: It is possible to buy camera in Chiang Rai[9], Luang Prabang and Vientiane; but more difficult to find slides. It is best to bring these things with you.

LODGING: Accommodation is at local guesthouses and in tents.

FOOD: Food will often include rice, beef, fish, pork and chicken, pastes and noodles, chopped meat or green papaw salad.

TRAVELLING DOCUMENTATION:

Please ensure your passport has 6 months of validity beyond the date of return of your trip.

Visa: A visa is compulsory. You can obtain one from the Embassy of Laos in your country or on arrival for a 30 days stay.

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Words and Expressions

Word	Pronunciation	Part of speech	Meaning
Buddhist	['budist]	*a.*	佛教的
		n.	佛教徒
calf	[kæf, kɑ:f]	*n.*	小牛，幼崽，愚蠢的年轻人，小牛皮，小腿肚
compulsory	[kəm'pʌlsəri]	*a.*	强制的，势在必行的，义务的
cruelty-free	[k'ru:əlti:'fri:]	*a.*	生产时不涉及残害动物的
cruise	[kru:z]	*v.*	慢速行驶，乘船游览，游弋
		n.	巡航，漫游
donate	[dəu'neit]	*v.*	捐赠，捐献
drain	[drein]	*v.*	排出，排干，喝光，耗尽
		n.	下水道，消耗
embassy	['embəsi]	*n.*	大使馆，大使全体人员
immemorial	[imə'mɔ:riəl]	*a.*	远古的，极古的，久远的
integral	['intigrəl]	*a.*	完整的，构成整体所必需的
		n.	[数]积分，完整
livestock	['laivstɔ:k]	*n.*	家畜，牲畜
log	[lɔ:g]	*v.*	砍伐，记入(日志)；*n.* 原木，圆木
lucrative	['lu:krətiv]	*a.*	合算的，获利的
mahout	[mə'haut]	*n.*	象夫，管象的人
paste	[peist]	*n.*	面团，浆糊，糊状物，糊
		vt.	裱糊，粘贴
papaw	[pə'pɔ:]	*n.*	番木瓜，万寿果
picturesque	[ˌpiktʃə'resk]	*a.*	如画的，生动的，奇特的
portfolio	[pɔ:t'fəuliəu]	*n.*	文件夹，公事包，作品集，(大臣或)部长职务
pharmacy	['fɑ:məsi]	*n.*	药房，药剂学
precarious	[pri'keəriəs]	*a.*	不稳定的，不安全的
pregnant	['pregnənt]	*a.*	怀孕的，充满的，意味深长的
ratio	['reiʃi əu]	*n.*	比率，比例
reconversion	[ri:kən'və:ʃən]	*n.*	再改宗，恢复党籍，复原
registration	[ˌredʒi'streiʃən]	*n.*	注册，登记，挂号
sacred	['seikrid]	*a.*	神圣的，受尊重的
span	[spæn]	*vt.*	延续，横跨，贯穿，弥补
		n.	时期，跨度，间距
trek	[trek]	*vi.*	长途跋涉
		n.	艰苦跋涉
validity	[və'lidəti]	*n.*	合法性，有效性，正确性

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veterinarian [ˌvetəri'neriən] *n.* 兽医
out-of-work 不工作的，停止不用的

Notes

(1) Laos：老挝(东南亚国家)。
(2) ecotourism：生态旅游，最早由世界自然保护联盟(IUCN)特别顾问谢贝洛斯·拉斯喀瑞于 1983 年首先提出。
(3) quality tourism：品质旅游，是针对传统线路的混乱而创建的品牌旅游，是不存在故意欺骗的旅游。
(4) Sayaboury province：沙耶武里省，老挝省级行政区，东界湄公河，西邻泰国，首府沙耶武里，下分 10 县。
(5) Mekong River：湄公河，干流全长 4 880 千米，是亚洲最重要的跨国水系，世界第六大河流，发源于中国青海省玉树藏族自治州杂多县。流经中国、老挝、缅甸、泰国、柬埔寨和越南，于越南胡志明市流入南海。
(6) Kip：普基，老挝货币基本单位。
(7) Vientiane：万象，老挝首都，含义是“檀木之堡”。紧紧傍依在湄公河左岸，隔着湄公河与泰国相望。
(8) Luang Prabang：琅勃拉邦，亦名“銮佛邦”，老挝城市，是老挝著名的古都和佛教中心，老挝上寮重镇。
(9) Chiang Rai：清莱，是泰国最北的府城，建城于 1262 年，它的东北部和北部与缅甸、老挝为邻，处于海拔 580 公尺的高地上。

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Text B Cruise

What Is a Cruise Ship?

A cruise ship or cruise liner is a passenger ship used for pleasure voyages, where the voyage itself and the ship's amenities are part of the experience[(1)]. Cruising has become a major part of the tourism industry, with millions of passengers each year. The industry's rapid growth has seen nine or more newly built ships catering to North American clientele added every year since 2001, as well as others servicing European clientele. Smaller markets such as the Asia-Pacific region are generally serviced by older tonnage displaced by new ships introduced into the high growth areas. Cruise ships operate mostly on routes that return passengers to their originating port. In contrast, dedicated transport oriented ocean liners do “line voyages” and typically transport passengers from one point to another, rather than on round trips. Some cruise ships also engage in longer ships which may not lead back to the same port for many months (longer round trips).

<u>Traditionally, an ocean liner for the transoceanic trade will be built to a higher standard than a typical cruise ship, including stronger plating to withstand ocean voyages, most commonly crossing the North Atlantic.</u> The only dedicated transatlantic ocean liner in operation as a liner, as



of September 2009, is the Queen Mary 2 of the Cunard fleet. The liner Queen Mary is in service as a hotel in Long Beach, USA, the Queen Elizabeth 2 is slated for similar duty in Dubai, and the United States is currently stored in Philadelphia, USA, with long-standing plans to return it to service, although this appears increasingly unlikely given its age and condition. Some former ocean liners currently operate as cruise ships: however this number is ever decreasing. The MS Marco Polo is an example.

The History of Cruising

Early years the first vessel built exclusively for this purpose was the Princess Victoria Louise, designed by Albert Ballin, general manager of Hamburg-America Line[2]. The ship was completed in 1900.

The practice of cruising grew gradually out of the transatlantic crossing tradition, which never took less than four days. In the competition for passengers, ocean liners added many luxuries — the Titanic being the most famous example — such as fine dining and well-appointed staterooms.

In the late 19th century, Albert Ballin, director of the Hamburg-America Line, was the first to send his transatlantic ships out on long southern cruises during the worst of the winter season of the North Atlantic. Other companies followed suit. Some of them built specialized ships designed for easy transformation between summer crossings and winter cruising.

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Jet Age

With the advent of large passenger jet aircraft in the 1960s, intercontinental travelers largely switched from ships to planes, sending the ocean liner trade into a slow decline. Ocean liner services aimed at passengers ceased in 1986, with the notable exception of transatlantic crossings operated by the Cunard Line, catering to the niche market who enjoy the few days of luxury and enforced idleness that a liner voyage affords[3]. In comparison to liner crossings, cruising voyages gained popularity; slowly at first but at an increased rate from the 1980s onwards. Initially the fledgling industry was serviced primarily by small redundant liners, and even the first purpose built cruise ships were small. This changed after the success of the SS Norway (originally the ocean liner SS France, which was converted to a cruise ship) as the Caribbean's first "super-ship". Since then the size of cruise ships has risen dramatically to become the largest passenger ships ever built.

Modern Days

The 1970s television show The Love Boat, featuring Princess Cruises' since-sold ship Pacific Princess, did much to raise awareness of cruises as a vacation option for ordinary people in the United States. Initially this growth was centered around the Caribbean, Alaska, and Mexico, but now encompasses all areas of the globe. Today, several hundred cruise ships ply routes worldwide. And even larger vessels are on the horizon. Plans are set for at least two cruise ships



that will be 220 000 gross tons and hold 5 400 passengers each.

For certain destinations such as the Arctic and Antarctica, cruise ships are very nearly the only way to visit.

The largest passenger cruise ships are the Freedom class vessels owned and operated by Royal Caribbean International; these are MS Freedom of the Seas, MS Liberty of the Seas and MS Independence of the Seas. A fourth ship is expected by 2011. Freedom of the Seas is 1 112 feet (339m) long, sits 209 feet (64m) above the water line, and measures 160 000 gross tons. Royal Caribbean plans to continue offering the largest ships with the new Oasis class of ships. When complete, the MS Oasis of the Seas and MS Allure of the Seas will be 1 181 feet (360m) long, sit 213 feet (65m) above the water line, and measure 220 000 gross tons.

The Organization of Cruise Ships

Cruise ships are organized much like floating hotels, with a complete hospitality staff in addition to the usual ship's crew. It is not uncommon for the most luxurious ships to have more crew and staff than passengers.

As with any vessel, adequate provisioning is crucial, especially on a cruise ship serving several thousand meals at each seating. For example, passengers and crew on the Royal Caribbean International ship Mariner of the Seas consume 20 000 pounds (9 000kg) of beef, 28 000 eggs, 8 000 gallons (30 000L) of ice cream, and 18 000 slices of pizza in a week.

Many older cruise ships have had multiple owners. Since each cruise line has its own livery and often a naming theme (for instance, ships of the Holland America Line have names ending in "-dam", e.g. MS Statendam, and Royal Caribbean's ships' names all end with "of the Seas", e.g. MS Freedom of the Seas), it is usual for the transfer of ownership to entail a refitting and a name change. Some ships have had a dozen or more identities.

Cruise ships and former liners often find employment in applications other than those for which they were built. A shortage of hotel accommodation for the 2004 Summer Olympics led to a plan to moor a number of cruise ships in Athens to provide tourist accommodation. On September 1, 2005, FEMA[(4)] contracted three Carnival Cruise Lines vessels to house Hurricane Katrina evacuees.

Regional Industries

The number of cruise tourists worldwide in 2005 was estimated at some 14 million. The main region for cruising was North America (70% of cruises), where the Caribbean islands were the most popular destinations. Next was Continental Europe (13%). The fastest growing segment is cruises in the Baltic Sea. The most visited Baltic ports are Copenhagen, St. Petersburg, Tallinn, Stockholm and Helsinki.

But according to 2008 CEMAR[(5)] statistics the Mediterranean cruise is going through a fast and fundamental change, Italy has won price position as a destination for European cruises, and destinations for the whole of the Mediterranean basin. The most visited ports in Mediterranean Sea are Barcelona (Spain), Civitavecchia (Italy), Palma (Spain) and Venice (Italy).

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Words and Expressions

Word	Phonetic	Part of speech	Meaning
adequate	['ædikwit]	*a.*	适当的，足够的
basin	['beisn]	*n.*	盆，盆地，水池
clientele	[ˌkliːɑːn'teil]	*n.*	客户
convert	[kən'vəːt]	*vt.*	使转变，转换
decline	[di'klain]	*vi.*	下倾，下降，下垂；
		vt.	衰落
displace	[dis'pleis]	*vt.*	取代，置换，转移
entail	[in'teil]	*vt.*	使必需，使蒙受，使承担
evacuee	[iˌvækjuː'iː]	*n.*	撤离者，被疏散者
fleet	[fliːt]	*a.*	快速的，敏捷的，浅的
		n.	舰队，港湾
fledgling	['fledʒliŋ]	*n.*	无经验的人，初出茅庐的人；羽毛初长的雏鸟
idleness	['aidlnis]	*n.*	闲散，懒惰，赋闲无事
initially	[i'niʃəli]	*ad.*	最初，开头
intercontinental	[ˌintəˌkɔnti'nentl]	*a.*	大陆间的，洲际的
livery	['livəri]	*n.*	侍从
moor	[muə]	*v.*	停泊，固定，系住；
		n.	沼泽，荒野
slat	[slæt]	*n.*	板条，狭板
option	['ɔpʃən]	*n.*	选项，选择，买卖的特权
orient	['ɔːrient]	*a.*	东方的
		v.	定位
ply	[plai]	*vi.*	(船、车等)定期地来往
popularity	[ˌpɔpju'læriti]	*n.*	普及，流行，声望
provisioning	[prə'viʒəniŋ]	*n.*	供应，(一批)供应品，预备
redundant	[ri'dʌndənt]	*a.*	多余的
refit	[ˌriː'fit]	*v.n.*	整修，改装
stateroom	['steitruːm]	*n.*	[火车]高级包厢，政府公寓；[船]特等客舱
tonnage	['tʌnidʒ]	*n.*	登记吨位，排水量
transoceanic	[ˌtrænzəuʃi'ænik]	*a.*	在海洋彼岸的，横越海洋的
withstand	[wið'stænd]	*vt.*	抵挡，经受住
be centered around			以……为中心
cruise train			旅游列车
gross ton			1 英吨=2 240 磅
in service			服役，在使用中

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jet age	喷气机时代
ocean liner	远洋定期客轮
on the horizon	在地平线上

Proper Names

Albert Ballin	阿尔伯特·巴林，大型海运公司赫伯和罗特的创始人
Antarctica	南极洲
Arctic	北极洲
Baltic Sea	波罗的海
Barcelona	巴塞罗纳
Copenhagen	哥本哈根
Cunard Line	库纳德邮轮，冠达邮轮，世界上历史最悠久的邮轮公司
Helsinki	赫尔辛基
Hurricane Katrina	卡特里娜飓风
Long Beach	长滩
Mediterranean Sea	地中海
North Atlantic	北大西洋
Palma	帕尔马
Philadephia	费城
Stockholm	斯德哥尔摩
St. Petersburg	圣彼得堡
Tallinn	塔林
Titanic	泰坦尼克号(铁达尼号)
Venice	威尼斯

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Notes

(1) A cruise ship or cruise liner ... are part of the experience. 游轮是一种用于游览航行的客船，航行过程和船上的设施一并成为旅行经历的组成部分。

(2) The first vessel built …general manager of Hamburg-America Line. 第一艘专为这个目的建造的船只是邮轮“Prinzessin Victoria Luise 号”，由 Hamburg-America Line 公司的总经理 Albert Ballin 设计。

(3) Ocecm Liner Services aimed at passengers…that a liner voyage affords. 旨在服务游客的远洋航运客轮于 1986 年停止，仅余 Cunard Line 公司仍在为喜爱短期奢华生活并有足够的闲暇享受游轮旅行的游客市场提供横跨大西洋的客运服务。

(4) FEMA (Federal Emergency Management Agency)：[美]联邦应急管理局。

(5) CEMAR (Center for Ecosystem Management and Restoration)：生态管理与维护中心。



PART Ⅱ DIALOGUE

Dialogue 1 Hot Springs

A：I've heard that the hot springs in China Taiwan are pretty good. Do you know of a good place to go?

B：Definitely Beitou hot spring. It's the most famous.

A：Is it far? How can I get there?

B：Not too far. It takes half an hour to get there by MRT.

A：How much is it to go in the hot springs?

B：About 100.

A：Have you been there before?

B：I've been there once. It's really comfortable.

A：Really? Well, I'll go there then.

A：听说中国台湾的温泉不错，你知道哪家的温泉比较好吗？

B：当然是著名的北投温泉了。

A：远吗？怎么去呀？

B：不太远，搭乘捷运半个小时就到了。

A：洗一次要多少钱？

B：100 左右吧。

A：你去过吗？

B：去过一次，在那里洗温泉的感觉很舒服哦。

A：真的吗？那么我会去那里的。

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Word Service Station

hot water bathing pool	汤池	bathrobe	浴衣
towel	毛巾	locker	储物柜
mineral matter/ mineral substance	矿物质	mixed spring	混泉
hot spring/hot well/thermal spring	温泉	muddy spring	浊泉

Dialogue 2 Hairdressing

A：Good morning, madam.

B：Good morning. I would like a shampoo and set.

A：Yes, madam. What style do you want?

B：I'd like to try a new hair style. Could you show me some pictures of hair styles?

A：Sure. We have various models: bobbed hair, sweptback hair style, chaplet hair style,

shoulder-length hair style, and hair done in a bun. Please have a look at them, madam.

B：Thanks. Please give me the style in this picture here but make the wave longer. I would like hair spray, please.

A：Yes, madam.

B：Oh, your hair dryer is too hot. Would you adjust it, please?

A：Sorry, madam. I'll adjust it right away. Is that all right now?

B：Yes, thanks.

A：Please have a look.

B：Perfectly done. Please trim my eyebrows and darken them.

A：All right, madam. And would you like a manicure?

B：Yes. Use a light nail varnish, please.

A：上午好，太太。

B：上午好。我想洗头，做头发。

A：好的，太太。您想做什么式样的？

B：我想换个新发型。你能不能给我看些发型样式的照片？

A：可以。我们有各种各样的发型，如剪短发、后掠式、盘花冠式、齐肩式，还有把头发挽成发髻。太太，您请看。

B：谢谢。请你按这张照片上的发型烫，波浪烫大些。请再喷些发胶。

A：好的，太太。

B：啊，吹风机太热了，请调整一下，好吗？

A：对不起，太太。我马上调整。现在可以了吗？

B：可以了，谢谢。

A：请您看一看。

B：做得好极了。请把眉毛修一下，再画深一点。

A：好的，太太。您还要修一下指甲吗？

B：要的。请用浅色指甲油。

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Word Service Station

moisturize	给……增加水分	tonic	滋补的
cleanse	使清洁，清洗	bob	剪短(头发)
sweptback	向后倾斜的	chaplet	花冠
spray	喷，洒	adjust	调整
manicure	修指甲	varnish	清漆，油

PART Ⅲ TOURISM LINK：TRAVEL AGENT BOOKING FORM

In order to process your reservation and commission, please complete the form below.

Fax all forms to (617)904-1697

Please submit ONE Travel Agent Booking Form per traveling party.

ORDER DATE:

AGENCY INFORMATION:

IATA/CLIA#:	Agent Name:
Agency Name:	Phone Number:
Address:	Fax Number:(to send voucher)
City, State, Zip:	Email Address

TRAVELER INFORMATION:

Travel Dates:	Name:(as it appears on credit card)
Billing Address:	Credit Card#/Exp. Date:
City, State, Zip:	Security Code:(3 digits on back of card)
Visa Master Card American	Express

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SHIPPING ADDRESS: (if different from Billing Address)

____

DELIVERY METHOD: (check one)

☐E-mail Voucher FREE ☐Canada Ground (Up to 10 business days) $ 12.00 USD

☐US Ground (Up to 10 business day) $ 8.00 USD ☐International (Up to 2 weeks) $ 22.00 USD

☐US Express (Up to 3 business day) $ 15.00 USD

☐International Express (Up to 1 week) $ 47.00 USD

(Express orders are shipped the following business day. Shipping times vary depending on your distance from the city.)

PROODUCT REQUESTED: (check one)

☐G Boston card ☐G Chicago card ☐G Seattle card

☐G Miami card ☐G San Francisco card ☐G San Diego card

☐G Orlando card ☐G Hawaii card ☐G Los Angeles card

ADULT: CHILD:

# of Days	Cost	Count	Total
1-day			
2-day			
3-day			
4-day			
5-day			
6-day			
7-day			
Order Total			

# of Days	Cost	Count	Total
1-day			
2-day			
3-day			
4-day			
5-day			
6-day			
7-day			
Order Total			

A travel agent commission of 10% will be paid once the cumulative commission amount of $ 25.00 is reached. For questions please call 1-800-887-9103.

Commission checks are issued on the 10th of each month and are payable to the Agency noted above. All commissions are paid by check in USD. Coupons are not redeemable on Agency Bookings.

We will not retain your customer's private credit card or contact information for marketing purposes.

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PART Ⅳ GOOD TO KNOW: WORLD HERITAGE IN CHINA

长城	The Great Wall	泰山	Mount Tai
莫高窟	Mogao Grottoes (Caves)	黄山	Mount Huang
布达拉宫	Potala Palace, Lhasa	庐山国家公园	Lushan National Park
平遥古城	The Ancient City of Ping Yao	苏州古典园林	Classical Gardens of Suzhou
丽江古城	The Old Town of Lijiang	北京颐和园	The Summer Palace in Beijing
天坛	The Temple of Heaven	武夷山	Mount Wuyi
大足石刻	The Dazu Rock Carvings	龙门石窟	The Longmen Grottoes
云冈石窟	Yungang Grottoes	澳门历史城区	Historic Centre of Macao
殷墟	Yin Xu	四川大熊猫栖息地	Sichuan Giant Panda Sanctuaries

故宫	The Imperial Palace of the Ming and Qing Dynasties
秦始皇陵	The Mausoleum of the First Qin Emperor
周口店北京人遗址	Peking Man Site at Zhoukoudian
武陵源风景名胜区	Wulingyuan Scenic & Historic Interest Area
九寨沟风景名胜区	Jiuzhaigou Valley Scenic & Historic Interest Area
黄龙风景名胜区	Huanglong Scenic & Historic Interest Area
承德避暑山庄	The Mountain Resort in Chengde City



曲阜三孔　Temple and Cemetery of Confucius and the Kong Family Mansion in Qufu

武当上古建筑群　The Ancient Building Complex in the Wudang Mountain

峨眉山、乐山景区　Mount Emei Scenic Area, Including Leshan Giant Buddha Scenic Area

青城山和都江堰　Mount Qingchng and the Dujiangyan Irrigation System

皖南古村落——西递、宏村　Ancient Villages in Southern Anhui—Xidi and Hongcun

高句丽王城及陵墓葬　Capital Cities and Tombs of the Ancient Koguryo Kingdom

三江并流自然保护区　Three Parallel Rivers of Yunnan Protected Areas

明清皇家陵园　Imperial Tombs of the Ming and Qing Dynasties

PART Ⅴ　EXERCISES

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I. Listening comprehension.

Beware of Text Neck!

Remember when the Blackberry was all the rage, and people worried about straining their thumbs typing on that tiny keyboard?

Well, now that the iPhone and other ____1____ phones have taken center stage, there's another malady gaining traction text neck.

Seriously text neck, as in all that hunching over phones and tablets playing Angry Birds, causing ____2____ in the neck, shoulders, and even arms and hands to become ____3____. And all that strain can lead to chronic ____4____ , because the joints and muscles of the neck and shoulders are not meant to be flexed for long ____5____.

There's even been a study on the text neck phenomenon. It found that ____6____ 140 students or so surveyed, those who used tablets and smart phones at least three hours a day were more likely to ____7____ neck and shoulder pain than those who used the devices less frequently.

True, 140 students is a pretty small sample. But anecdotal evidence is legion. And chiropractors and orthopedic doctors have been advising people to ____8____ text neck by not hunching over their devices. Instead, try tucking your elbows into your side and holding the device up by your chest.

And, of course, it's important to take regular ____9____ from staring into your smart phone's bottomless digital playground.

There's even a text neck app that alerts you when you're hunching over your device and reminds you to ____10____ up.

II. Put the following into English.

1. 观光旅行　______________________________
2. 抵离时间　______________________________

3. 办手续 ______________________
4. 合单结账 ______________________
5. 储存贵重物品 ______________________
6. 外币兑换 ______________________
7. 问询部 ______________________
8. 值班经理 ______________________
9. 前台收银员 ______________________
10. 兑换限额 ______________________

III. Fill in the blanks with words given below, and make some changes if necessary.

prior to	found	in the interest of	systematic	beyond recognition
meet the demands of		cooperation	achieve	potential	insist on

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1. He ____ going there alone.
2. They ____ the company themselves.
3. Please extinguish your cigarettes ____ takeoff.
4. The town has changed ____.
5. We must help them to learn new skills to ____ the market.
6. The school offered several ____ courses in listening, speaking, reading and writing.
7. You will ____ your ambition if you work hard.
8. It's important to draw out a child's ____ capacities.
9. The conclusion of this agreement is ____ both side.
10. Nowadays we should broaden win-win economic ____.

IV. Reading comprehension.

Trends in the Commercial Leisure Market

Although it is very difficult to predict specific trends in the leisure market because of the constantly evolving attitudes of the customers, it is believed that there are some trends that can be identified. Perhaps the most significant trend that is becoming evident is the expansion in the range of choices for leisure available to each person. We live in a society in which the use of information and its availability is increasing dramatically. We have moved from an industrial-based society where people have instantaneous access to diverse forms of leisure, a society where personal choice is the controlling variable. Leisure trends and ideas will develop from "bottom up" rather than the "top down". Thus, those commercial leisure service organizations that recognize the importance of individual choice will be successful.

High-Adventure and High-Risk Leisure Activities

Activities that provide opportunities for high-risk experiences are increasing. For example, in outdoor recreation, such activities as whitewater rafting, rappelling, spelunking, hang gliding, wind surfing, flying ultralight aircraft, and smaller adventures will probably increase in popularity.

Self-Improvement and Self-Development Programs

Many individuals desire the benefits that can be obtained from participation in programs orientated toward intellectual and spiritual self-improvement. The sales of books, periodicals, and products in this area have increased dramatically during the past decade.

Technological and Electronic Entertainment

Integrated computer/audio/video systems are increasing dramatically the number and diversity of leisure and entertainment services available. This will most likely result in a host of new forms of entertainment related to technology, including further expansion of activities such as video games, cable TV, video cassettes, and so on.

Entertainment and Eating Establishments

The fast food industry is likely to continue to expand. In addition, a greater number of dining establishments are being developed that have leisure entertainment as a draw-card for consumers. Pizza Time Theaters in San Francisco Bay area present an entire leisure experience via the use of audio-animatronics. The Magic restaurant chain creates a social environment focused on a "fantasy" dining experience.

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Travel and Tourism

North Americans are travelling in record numbers. Not only are more Americans travelling internationally, but also in larger numbers domestically. This has direct implications for the hospitality industry and travel agencies as well as those locations (end destination points) visited by travelers.

Home Entertainment

Because of the increased available of electronic hardware and software, people increasingly have access to such equipment in their homes for entertainment purposes. Thus, the home will become a focal point for many leisure pursuits and interests. The television today is a " hearth" around which families tend to congregate. Television has also provided the basis for the use of video cassettes, video games, computers and so on.

Fitness and Leisure

North Americans currently seem to be consumed by fitness and well-being. This leisure

trend has tremendous implications not only for the delivery of services but also for the creation and distribution of goods. Running, jogging, aerobics, health clubs, squash, weightlifting and "heath foods'"are increasingly part of our popular culture. Information and services related to fitness, health, and well-being have increased dramatically and will probably continue to do so.

1. Complete the answers to the following questions with the information you get from the text.

(1) Why are trends in the leisure market said to be "very difficult to predict"?

Because customers constantly____.

(2) What seems to be the most significant trend in the leisure market?

It is______________________________________available to each customer.

(3) What changes have been taken place in society?

Our society has switched from________________________________to________________

____.

(4) What are some of the characteristics of an industrial-based society and an information-based society?

In an industrial-based society, people's lives are highly__________________________;

while in an information-based society, _____________________can be accommodated, people have immediate access to_________________________.

V. Translate the following sentences into Chinese. They are underlined in the texts.

1. Mahouts working their female elephants in the logging industry make sure they do not get pregnant, as they simply cannot afford to have an out-of-work elephant for such as long period (approx 3–4 years).
2. These activities are carried out to strengthen the ability and the understanding of the local veterinarians who are in charge of the health care of elephants at both province and district levels.
3. By keeping elephants in their traditional environment, this initiative aims at conserving local elephant-lore and at supporting the reconversion of logging elephants into tourism in order to improve the living conditions of both mahouts and elephants.
4. Traditionally, an ocean liner for the transoceanic trade will be built to a higher standard than a typical cruise ship, including stronger plating to withstand ocean voyages, most commonly crossing the North Atlantic.
5. Ocean liner services aimed at passengers ceased in 1986, with the notable exception of transatlantic crossings operated by the Cunard Line, catering to the niche market who enjoy the few days of luxury and enforced idleness that a liner voyage affords.

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VI. Writing.

How to Prepare a Welcome Speech

A welcome speech marks the start of any special event or occasion requiring a formal opening. It could be a meeting, a lecture, a workshop, or a celebration.

The focus of the speech is always the audience and the goal is to make them look forward to whatever is coming next. You are uniting and bringing them together in the common purpose at the heart of the occasion.

To strike the right tone in the language you use, consider the audience and the event. Is it fun? Is it serious? Think about the common interest everybody shares. This will give you clues to guide your language choice.

The essential elements to cover in your welcome speech are:

- to specifically acknowledge an important guests.
- to generally welcome all the guests, stating the name of the event and host and thank them for coming.
- to give a brief introduction of the host.
- to give a brief introduction of the occasion.
- to give any especial welcomes ie. to the important guests.
- to introduce the next speaker if appropriate.
- to conclude.

Simulate and create: Write a welcome speech using content that you are most familiar with. Be sure you have all the seven essential parts.

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UNIT 15 TOURISM CULTURE

PART Ⅰ TEXT

Text A On Your Best Behavior

In the world of cultural behavior, the only truly safe generalization is: don't generalize.

"All Americans are loud and lacking in grace." "The English are cold and aloof." "The French are romantic but often rude." So it goes. And each generalization can be blasted and disproven.

In Europe, the general rule of thumb is to behave as if you were calling on a rich old auntie. While the New World may have loosened up dramatically in the past couple of generations, the Old one remains very buttoned up—literally and figuratively. What would be mildly bad manners in the Untied States (gum chewing, talking with hands in pockets, legs propped up on furniture, backslapping, etc.) are cardinal sins in Continental company. Suit coats stay on in offices and restaurants and on the street, even in July. Women do not wear pants to work or to dressy restaurants. First names[(1)] are never used without invitation and that usually only comes after long association. Those with academic titles and degrees expect you to use them as a sign of respect. Except in Southern and Eastern Europe, the handshake serves as standard greeting. Smoking at the table is frowned on until cognac and coffee are served. Punctuality is a must.

In settings in Britain business, emotions are rarely vented and protocol is given the utmost attention. However, you may find the Welsh and Scots[(2)] more informal. Avoid the word "English." You'll please everyone if you use the word "British". The Scotch is what you drink. The people are called Scots or Scotsmen, and the language itself is Scottish. Most honorary titles such as Sir, Dame, and Lord are used even among familiar acquaintances. But it is wise to first hear how others address a person. It is increasingly common for business associates to use first names, even on first acquaintance.

In Great Britain, it isn't so much what you do as how you do it. The Britain public school specializes in manners and self-discipline. Business is kept firmly in its place (the office), while lunch, dinner, and weekends are strictly for socializing. The British keep engagement calendars religiously and get-togethers are booked days or even weeks in advance. If you get an invitation reading "black tie" or "smoking", it means men must wear dinner jackets with all the proper accompaniments from studs to black silk hose and women must wear long dresses. At formal dinners the host sometimes says Grace. This is a signal that after the main course the Loyal Toast will probably be offered. This is a toast to Her Majesty's health, and after that you may smoke—but never before. By and large, dinner at 7:30 means at 7:30[(3)]. You may be ten minutes late but not ten minutes early. It is not customary to take gifts unless there is a special reason: a

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birthday, anniversary, or reciprocation for a gift received. The usual practice is to take flowers and chocolates. Avoid white lilies(4), because they suggest death. If the value of the gift exceeds 15 dollars or so, it may cause embarrassment. Entertainment in the form of lunch, dinner, drinks, or a night at the theater or ballet usually takes the place of gift giving. Striped ties should be avoided in case they are copies of Britain regimentals(5).

Unlike the French, Britons prefer less controversial chitchat than politics and religion usually provide. The safest subject, particularly in England, is animals. Avoid starting a conversation with "What do you do?" That's considered rather personal. Don't talk about the monarchy or religion.

Ever since World War Ⅱ, the V sign has meant victory all over the world. But in Britain be sure your palm is facing outward—toward your audience.

In Wales, avoid beckoning to someone with your arms. In pubs, the change you leave on the counter for your next drink may be taken as a tip by the bartender, so keep it in your pocket until you are ready to reorder.

In Germany, gentlemen walk and sit to the left of all ladies and men of senior business rank. Men rise when a woman leaves or returns to the table. Your dinner guest will expect you to have made arrangements in advance and not showing up asking, "Got any ideas where we should eat?" Formality and punctiliousness are more pronounced here than anywhere else in Europe, possibly the world.

In both Denmark and Sweden, the toast can be a very formal regimen. You must never toast your host or anyone senior to you in rank or age until they toast you, nor must you touch your drink until the host has said *skoal*. If you are seated at your hostess's left, you should propose a toast to her during dessert; if on her right, you are expected to make a short speech of appreciation.

No region of the world has greater variety and diversity of languages, races, and religions than Asia, and the cultures of the countries of Asia and the Pacific have crisscrossed and intermingled for centuries. Asians have an exquisite sense of politeness. In most countries, particularly those in Southeast Asia, it is impolite to start talking business as soon as you sit down. Although you might not receive clues from their outward appearance, you can be sure that your Asian counterparts are taking notice of yours—your behavior, your dress, the tailoring of your suit, the type of writing instrument you see. Whatever happens, do not cause others to lose face. That's neither forgotten nor forgiven.

You should arrange to have business cards printed in English and the local language. Businesspeople will find they will use many cards during their visit to each country. Make appointments, keep them, and be punctual. However, do not be offended if others are late. If you have a serious interest in developing business in this region, it is simply good business to read up on the country you are visiting and to know its culture and history.

Of all the countries in the region of Oceania, Australia is probably the one in which Westerners feel the most comfortable. One hand shake or beer and you are on a first-name basis. Australians are direct, and tell it like it is. It is very difficult to impress an Australian and the

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effort is perhaps best not made. One can approach most Australians, no matter how high their position, with the certainty of an attentive and cordial hearing. Any attempt to pull rank is resented. There is nothing an Australian likes better than to chat it up with a stranger at a pub. Most visitors report that it is impossible to have a lonely, morose drink by themselves, unless, of course, they are female. Be sure you do not litter while in Australia, as visitors are expected to respect the Australians' high standards of cleanliness. Most Australians have a strong sense of community and tend to value collective effort highly.

People like to be given a firm handshake and called by their names. Men often call their friends "mate" as well. Prior appointments are necessary. Punctuality is highly regarded. It is acceptable to take flowers for the hostess or a bottle of wine when invited for lunch or dinner. When departing, be sure to thank your hosts for their hospitality.

In Japan, they never say no in public, which is why American businessmen often take away the wrong impression. But this obsession with pleasing does not mean that the Japanese make quick friends. A rollicking night out on the town will not necessarily lead to signing the contract to your advantage the next morning. Hence, accepting lavish gifts from a Japanese business acquaintance can lead to obligations that may later prove awkward, if not down right painful. Business gifts are frequently given at first meetings. But do not embarrass your Japanese counterpart by being the only one to show up with a gift.

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No matter what the guidebooks say if you are visiting a country for the first time, always ask at your hotel or among your business contacts there what the local tipping rules are. Times and customs are quick to change, especially where large numbers of Western visitors are a new experience for the locals. What was an insult yesterday may have become a way of life by today.(6)

Nearly everywhere outside the U.S., it is customary for hotel and restaurant bills to include a service charge of between 10 percent and 20 percent (higher in some South American countries). If you do not see it marked on menu or check, ask the maitre d' if it is included or not. When it is, the usual practice is to add another five percent to restaurant bills. Where service is not included, doormen, porters, and chambermaids also expect something extra.

Rules for tipping taxi drivers vary with the country—and sometimes with the driver. In most of the Middle East countries, for example, drivers theoretically do not get tipped. But once you are in the backseat you may find that the agreed-upon fare has suddenly doubled, in effect giving your driver a very nice gratuity: 100 percent.

Countries where there really is no taxi tip include Denmark, Holland, Finland, Switzerland, China, Japan, Singapore, Thailand, and most of Latin America excepting Argentina, Brazil, and Mexico.

Overtipping is offensive anywhere but most of all in poor countries. In India, one rupee and change is always enough. Undertipping is in equally bad taste and is easy to do if you are unfamiliar with the currency. Giving a Thai a baht, for example, is like tossing a dime to the doorman at a five-star hotel. If you do not know what you are giving, then it's better to give nothing.



There may also be occasions when you will want to tip but not with cash. Tour guides, drivers, interpreters, stenographers, and others whose help is more personalized—or who are more highly qualified—than those who open doors, carry bags, and pour wine, are often offended by an impersonal by an impersonal tip. If you expect to use any of these services, you will find it handy to take appropriate gifts with you. Something from your country is usually more appreciated than a quick purchase in your hotel gift shop.

Words and Expressions

aloof	[ə'lu:f]	*a.* 孤零的，冷淡的
backslap	['bækslæp]	*v.* 拍背以示友好
baht	['bɑ:t]	*n.* 铢，泰国货币单位，铢的硬币
bartender	['bɑ:tendə]	*n.* 酒吧间男招待
beckon	['bekən]	*v.* 招手，召唤
cardinal	['kɑ:dinl]	*a.* 主要的，最重要的
chitchat	['tʃitˌtʃæt]	*n.* 闲谈，聊天
cognac	['kəunjæk]	*n.* 白兰地酒的一种(产于法国的 Cognac)
controversial	[ˌkɑ:ntrə'və:ʃəl]	*a.* 争论的，争议的
cordial	['kɔ:dʒəl]	*a.* 热忱的，诚恳的，兴奋的
crisscross	['krisˌkrɒs]	*v.* 交叉往来
dame	[deim]	*n.* 夫人，(英国)女爵士(的头衔)
exquisite	[ik'skwizit]	*a.* 优美的，高雅的，精致的
generalization	[ˌdʒenrələ'zeiʃən]	*n.* 一般化，普通化，概括
gratuity	[grə'tu:əti]	*n.* 赏钱，小费
hose	[həuz]	*n.* 长筒袜，短裤
initiate	[i'niʃieit]	*v.* 开始，发动，传授
intermingle	[ˌintə'miŋgl]	*v.* 互相混合
lavish	['læviʃ]	*a.* 非常大方的，过分丰富的，浪费的
majesty	['mædʒəsti]	*n.* 最高权威，王权，雄伟
monarchy	['mɔ:nəki]	*n.* 君主政体，君主政治，君主国
morose	[mə'rəus]	*a.* 郁闷的，压抑的
obsession	[əb'seʃən]	*n.* 迷住，困扰
protocol	['prəutəkɔ:l]	*n.* 礼规，外交礼仪
punctiliousness	[pʌŋk'tiliəs]	*n.* 拘泥细节，谨小慎微，一丝不苟
punctuality	[ˌpʌŋktʃu'æləti]	*n.* 守时，准时
reciprocation	[riˌsiprə'keiʃn]	*n.* 互换，互惠
regimental	[ˌredʒi'mentl]	*n.* 军装
rollicking	['rɔlikiŋ]	*a.* 嬉戏耍闹作乐的

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rupee	[ruː'piː]	*n.* 卢比，亿卢比银币
stenographer	[stə'nɔgrəfə]	*n.* 速记员
stud	[stʌd]	*n.* 纽扣，饰纽
vent	[vent]	*v.* 吐露，发泄
loyal toast.		效忠酒，表示效忠的干杯
frown on/upon sth.		不赞成或不许可某事
read up		做深入研究
rule of thumb		按实际经验估计的方法

Notes

(1) First name：亦称 given name，西方人名的第一个字，教名；其姓氏放后，称作 family name 或 last name.

(2) Welsh and Scots：威尔士人和苏格兰人。

(3) By and large, dinner at 7:30 means at 7:30. 大体来说，晚餐确定 7:30 开始就意味着 7:30 会准时开始。By and large：总的来说，大体上，基本上。

(4) white lilies：白色百合。

(5) Britain regimentals：英国军服。

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Text B　Where Religion Is a Religion

When a prosperous international advertising agency opened an office in Bangkok[1], the manager was warned it would never succeed. But why not? All the agency's other Far Eastern branches[2] were having great success. "Ah," it was explained, "you never put yourself above Buddha before!" (A prominent statue of the street.) After a year there, business was still zero. In spite of himself, the manager decided to be philosophical about it and moved the office to where there was no Buddha, and business has been thriving ever since.

All Buddhist images, even the famous tourist sites, are only and never to be photographed without permission. Other Thai sensitivities lurk where you would never expect to find them[3]. Door sills must never be stepped on, for Thais believe that kingly spirits dwell below. But to open a window at night is to let evil spirits in, and to touch the head of even a close friend risks ending the friendship, so sacred do they consider the head.

While the handshake takes precedence over any other greeting in most Asian countries (except Japan), Thais still prefer the wai (pronounced "why"), which is executed by placing both hands together in a praying at the chest. The higher the hands, the more respect you show, although eye level is the highest anyone goes. Do not ever make light of either Buddha or the Royal Family to a Thai, for God and King are taken with ultra seriousness[4]. There is never any touching between the sexes (even married ones) in public, and that includes dancing. So, if you hear a waltz, stay seated. Don't be surprised to be called by your first name at first meeting as in

Mr. Bob or Miss Jennifer: Thais use first names in even the most formal circumstances. When shopping in Thailand, remember that except in department stores and bookstores, prices are merely an invitation to bargain and may be anywhere from 100 to 300 percent higher than the seller is willing to accept after vigorous haggling[(5)].

In Malaysia, for instance, you will be given chopsticks and a spoon when dining with a Chinese, but if your host is a Hindu or Malay you may get nothing at all (your hands are your utensils for the evening). Pork, of course, is a staple of Chinese cooking, but Malays will not touch it. On the other hand, Hindus and Buddhists avoid beef. In India, East and West meet again in contrary customs. The host who says "How do you do?" in impeccable Oxford English may nonetheless greet you with a reverential namaste (palms together and a nod of the head). Muslim[(6)] women are kept from the view of men outside their families, and even non-Muslim women seldom show up at social functions or sit at the dinner table or join in the conversation even in their own homes. (That red dot on forehead or hair usually means a woman is married.) You will find most Indians equally well informed on love potions, magic charm, and soothsaying as they are on the international scene[(7)].

In Muslim countries, proper dress and proper decorum between the sexes are as important as observing any civil laws. It is no mere quaint local custom to stop everything five times a day for prayers. While you are not expected to kneel or face Mecca[(8)], you must let those who do do—without interruption or impatience. Whenever it can be done gracefully, making a religious gesture toward an Arab is the sincerest form of flattery. It can be as simple as saying *Inshallah*[(9)], which means "God willing" and is used as commonly as "okay." As in "See you tomorrow, *Inshallah*" or "When does your flight leave, *Inshallah*?" It is easy to pick up the habit—and a nice compliment to your host.

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Also remember that every culture has its own holidays, which are considered truly holy days. To schedule a business trip during Ramadam[(10)], Carnival in Rio[(11)], Chinese New Year, etc., is like a foreigner's asking you to attend a meeting on Christmas morning.

In Western countries, a few women have risen—or are rising—through the ranks. Usually, there is no awkwardness when a Ms. VIP sits down at the conference table. And she will suffer no embarrassment eating alone in restaurants or even stopping off for a drink at a pub or bistro.

The farther east you go, the tougher the going gets. A New York banker reports that just a dozen years ago she was refused a visa to parts of the Middle East on the grounds that she was both a woman and single. Even today, women are forbidden to drive cars or ride bicycles in Saudi Arabia[(12)].

Another American, invited to the wedding party for the daughter of close Arab friends, discovered that separate is equal but still very separate. The party was actually two parties at two different hotels, each with exactly the same banquet and exactly the same festivities. The only difference was that one was for the bride and all the female guests, while the other was for the groom and all the male guests. Never did the couple meet.



Even if an Arab invites you home, his wife (or wives) will probably not be seen (although she may well be in the kitchen supervising dinner). It is not polite to inquire about her (them), and if you do meet, be warm but undemonstrative. Do not even shake hands unless she takes the initiative, which she no doubt will not. [13] On the other hand, when the same Arab businessman comes to your country, his wife just may accompany him and then she should receive all the courtesies of any Western woman.

Whether you are a man or a woman, it is advisable to mention your family life as assurance of your stability as a business associate. In Eastern culture, family ties are extremely important, and for those who come from a less family—oriented part of the world, it dose not hurt to refer to hearth and home.

Arabs are proud of their new place in the world economy and enjoy hearing outsiders acknowledge it.

Handshakes are the custom outside the home, but a host may welcome you with a kiss on both cheeks and you should reciprocate. Do not ask for an alcoholic drink unless it is offered, and do not bring the hostess a gift or inquire about her (she will almost certainly be kept out of sight and out of the conversation).

It is important to arrive at both social and business affairs on time. But do not expect to leave them on time. An Arab's sense of the world around him is that of an extended family, and he will interrupt even the most serious discussion to deal with whomever seeks his time and counsel. He will also stop all business several times a day to pray, either at the office or at the nearest mosque. No irritation should ever be shown at these digressions; they are an unshakable rule of Islamic life.

No one expects you to speak Arabic, but a few words can be endearing to a people proud of their heritage and history. "*Sahtein*" is the equivalent of "*bon appetit*" [14]. "*Sou fra daiman*" means, roughly, "May food be always available on this table." You will probably have ample cause to use both, since Arabs are famous for their hospitality and gargantuan banquets. Skip breakfast and lunch the day you are invited. Less likely is the opportunity to say "*sahha*" (cheers!), given the near nonexistence of strong drink in Islam[15]. Pork is forbidden. Any animal that scavenges or has a cloven hoof is shunned by devout Moslems.

A shared cup of thick coffee or mint tea usually precedes any business dealings. Giving and taking are never done with the left hand. The business week runs from Saturday to Wednesday or Thursday, with Thursday and/or Friday the Muslim day of rest and worship.

In Latin America, you can behave anyway you like, as long as you must feel comfortable with Latin ways before Latins will feel comfortable with you. Those ways, to a newly arrived, can be very uncomfortable at first. Emotions are much closer to the surface (some would say feminine) and are likely to boil over into tears, rapture, fury, or sentimentality with an ease at which most American men feel uneasy. Eye contact must be unflinching. Conversation must be nose to nose. Shoulders are squeezed. Lapels are fondled. Hugs and two—handed handshakes are

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common among mere acquaintances. Hospitality and generosity are carried to what many American consider a fault. Admire a Latin's new gold watch and he may give it to you.

Words and Expressions

acknowledge [ək'nɔlidʒ] *v.* 承认，答谢

bistro ['bistrəu] *n.* 小酒馆，小咖啡店

compliment ['kɔmplimənt] *n.* 恭维，致意

courtesy ['kə:tisi] *n.* 礼貌

decorum [di'kɔ:rəm] *n.* 端庄得体

devout [di'vaut] *a.* 虔敬的，诚恳的

digression [di'greʃən] *n.* 离体，脱轨

execute ['eksikju:t] *v.* 执行，实行

endearing [en'diəriŋ] *a.* 可爱的，使人喜欢的

flattery ['flætəri:] *n.* 捧场话，恭维话

fury ['fjuəri] *n.* 愤怒，狂暴

fondle ['fɔndl] *v.* 抚弄

gargantuan [gɑ:'gæntʃu:ən] *a.* 巨大的，庞大的

haggle ['hægəl] *n.* 讨价还价，争论

impeccable [im'pekəbəl] *a.* 没有缺点的

lurk [lə:k] *v.* 潜藏，潜伏

lapel [lə'pel] *n.* 翻领

mint [mint] *n.* 薄荷

mosque [mɔsk] *n.* 清真寺

namaste ['nʌməstei] *n.* (印度)合十礼

quaint [kweint] *a.* 离奇有趣的

reverential [revə'renʃəl] *a.* 可敬的

rapture ['ræptʃə] *n.* 狂喜

scavenge ['skævəndʒ] *v.* 四处觅食，捡破烂

shun [ʃʌn] *v.* 避开，避免

soothsaying ['su:θ'seiiŋ] *n.* 占卜，预言

staple ['steipl] *n.* 日常必需品，主要产品

sentimentality ['sentimen'tæliti] *n.* 过多的情感，多愁善感

undemonstrative ['ʌndi'mɔnstrətiv] *a.* 含蓄的

unflinching [ʌn'flintʃiŋ] *a.* 坚定的，不畏缩的

waltz [wɔ:lts] *n.* 华尔兹，华尔兹舞曲

be philosophical about 镇定，达观

cloven hoof 偶蹄

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door sill	门槛
make light of	轻视，不屑一顾
on the grounds that	理由为，原因是
stop off	中途停留
take precedence over	占优先权

Notes

(1) Bangkok：曼谷(泰国首都)。

(2) Far Eastern branches：远东分公司。

(3) Other Thai sensitivities lurk where you would never expect to find them. 还有其他一些令泰国人很敏感的禁忌潜藏在你所从未料到的地方。

(4) Do not ever make light of either Buddha or the Royal Family to a Thai, for God and king are taken with ultra seriousness. 在泰国人面前千万不能蔑视佛陀和王室，因为他们对佛祖和国王极为虔诚。

(5) When shopping in Thailand… accept after vigorous haggling. 在泰国购物时一定记住：除了在百货商店和书店外，其余任何地方你最好都要狠狠砍价，若不经一番激烈的讨价还价，东西的价格大约会比卖主最终愿意出售的价格高出一倍至三倍。

(6) Muslim：穆斯林，阿拉伯语音译词。指顺从真主的人，是伊斯兰教徒的统称。

(7) You will find most Indians… on the international scene. 你会发现大多数印度人不但对国际大事了如指掌，而且对迷魂药、魔法巫术和占卜算卦也同样如此。

(8) Mecca：麦加，在阿拉伯半岛西部，沙特阿拉伯的政治贸易中心之一。伊斯兰教的创始人穆罕默德诞生于此，是伊斯兰教的圣地。

(9) Inshallah：(阿拉伯)但凭天意，听天由命。

(10) Ramadan：斋月，指伊斯兰教徒斋戒的月份，即伊斯兰教历每年九月。

(11) Carnival in Rio：里约热内卢的狂欢节。

(12) Saudi Arabia：沙特阿拉伯。

(13) Do not even shake hands unless she takes the initiative, which she no doubt will not. 除非她主动和你握手，否则你绝不可以先伸手。当然她是不会那样做的。

(14) bon appetit 祝你胃口好(法语)。

(15) Less likely is the opportunity to say “Sahha” (cheers!), given the near nonexistence of strong drink in Islam. 在伊斯兰教中，烈性酒几乎是不存在的东西，因此举杯敬酒的机会微乎其微。

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PART Ⅱ DIALOGUE

Dialogue 1 In the Night Club

W = waiter(服务员) G = guest(客人)

W：Good evening, Madam and Sir. Welcome to our night club.



G：Good evening. We'd like to relax completely.

W：This is the best place. We have karaoke hall and KTV rooms. Which one do you prefer?

G：We come here for the first time. Could you give us some introduction?

W：No problem. The karaoke hall is equipped with super stereo and lightning systems. The dancing stage is decorated in a fashion style. Many fashion shows were held here. It takes you 10 yuan to sing and dance here.

G：Not bad. How about the KTV room?

W：The big room for more than 6 persons is 80 yuan per hour including drinks, and the little room for less than 6 persons is 50 yuan per hour without drinks.

G：Sounds great. We want a little room. What kind of songs do you have?

W：We have all kinds. As for style, we have folk songs, pop songs, rock and roll and so on. As for language , we have Mandarin songs, Cantonese songs, South Korean songs and English songs.

G：OK. But how do we use this machine?

W：It's very easy. First, select the codes of the songs you choose, then press the key "**input**". That's OK. Here is the list of the songs.

G：Thank you. What kind of drinks do you have?

W：We have coffee, Coca Cola, Sprite and Whisky.

G：Please give us a tin of Sprite and a cup of coffee.

W：Just a moment.

(The waiter brings the drinks into the KTV room.)

W：Here are your drinks. Have a good evening.

G：Thank you.

W：It's my pleasure.

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W：晚上好，夫人，先生。欢迎来到我们的夜总会。

G：晚上好。我们想彻底地放松一下。

W：这里就是最棒的地方。我们有卡拉 OK 厅和 KTV 包间。您想要哪种？

G：我们第一次来。你能给我们介绍一下吗？

W：没问题。卡拉 OK 厅配有极好的音响和灯光。舞台装修时尚。有很多时装秀在那里表演。在那里唱歌跳舞的费用为 10 元钱。

G：不错。KTV 包间呢？

W：大房间为 6 位以上的客人，每小时 80 元，包含饮料；小房间适合 6 位以下的客人，每小时 50 元，不含饮料。

G：听起来不错。我们要一个小房间。你们有什么歌曲？

W：我们有各种歌曲。就类型来说，我们有民歌、流行歌曲、摇滚等。就语言来说，我们有普通话歌曲、粤语歌曲、韩语歌曲和英文歌曲。

G：好的。我们怎么用这个机器？

W：非常容易。首先，选择你选好的歌曲的代码，然后按"输入"就好了。这就是歌曲单。

G：非常感谢。你们有什么喝的？
W：我们有咖啡、可乐、雪碧和威士忌。
G：请给我们一听雪碧和一杯咖啡。
W：请稍等。
(服务员把饮料送到KTV包间。)
W：这是您的饮料。晚上愉快。
G：谢谢。
W：不客气。

Word Service Station

art gallery	美术馆	bowling alley	保龄球馆
opera house	歌剧院	skating rink	溜冰场
amusement park	游乐场	aquarium	水族馆

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Dialogue 2 In the Fitness Center

C = clerk(职员) G = guest(客人)

C：Good afternoon, Madam. Can I help you?
G：Oh, yes. I want to do some exercises. Would you introduce your facilities to me?
C：My pleasure. Let me show you around. We have a well-equipped gymnasium with the latest recreational sports apparatus. As you can see, we have bar bells, dumb bells, race apparatus, rowing machines, stationary bikes, muscle builder sets, chest expanders and spring-grips.
G：So many! Are they safe?
C：No problem. They are made by the famous sports apparatus company.
G：Good. I wander how to use these machines.
C：Our coach will tell you how to use them and he will supervise all your exercises.
G：That's great.
C：Would you like to have a try, Madam?
G：OK. But my clothes are not suitable. Are there any other exercises?
C：Yes, we have Yoga lessons, *Qigong* lessons and *TaiChi* lessons from 6 p.m.to 7 p.m. every afternoon.
G：Do you have any ball sports rooms?
C：Well, we have a ping-pong room on the third floor. We have a bowling center and a game center on the fourth floor.
G：Is there a swimming pool?
C：The swimming pool is on the second floor under ground. It's 25 meters long and 2 meters deep, with security men on the bank.



G：Very good. Thank you for your introduction. I will go swimming first.

C：Have a good time.

C：下午好，夫人，我能为您做什么？

G：哦，是的。我想做些运动。你能给我介绍一下你们的器械吗？

C：我的荣幸。我带你转转。我们有设备很棒的健身房，健身房里有最先进的娱乐健身设备。就像你看到的，我们有棒铃、哑铃、跑步机、划艇机、固定自行车、肌肉训练器械、扩胸器和弹力器。

G：这么多！它们安全吗？

C：没问题。它们是著名的运动器械公司制作的。

G：不错。我想知道如何使用这些器械。

C：我们的教练会告诉您如何使用器械，而且他会指导您的练习。

G：很棒。

C：您想试一下吗，夫人？

G：好的。但是我的衣服不合适。有其他运动吗？

C：是的。我们每天下午 6 点到 7 点有瑜伽课程，气功和太极课程。

G：你们有没有球类运动室？

C：有，我们在三层有乒乓球室。四层有保龄球中心和游戏中心。

G：有游泳池吗？

C：游泳池在地下 2 层。它有 25 米长，两米深。有救生员在周围。

G：非常好。谢谢你的介绍。我要先游泳。

C：祝您过得愉快。

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Word Service Station

sit-up	仰卧起坐	Yoga	瑜伽
hip hop	街舞	push-up	俯卧撑
Tai Chi	太极	jump rope	跳绳
exercise bike	健身车	aerobics	有氧运动
step aerobics	踏板操	treadmill	跑步机
calisthenics	柔软体操	fitness ball	健身球
jogging	慢跑	dumbbell	哑铃

PART Ⅲ TOURISM LINK：HOW TO COMPLETE AN EMBARKATION CARD

I-94 Arrival/Departure Record-Instructions

This form must be completed by all persons except U.S. citizens, returning resident aliens with immigrant visas, and Canadian Citizens visiting or in transit.

Type or print legibly with pen in ALL CAPITAL LETTERS. Use English. Do not write on the back of this form.

This form is in two parts. Please complete both the Arrival Record (Item 1 though 13) and the Departure Record (Item 14 though 17).

When all items are completed, present this form to the U.S. Immigration and Naturalization Service Inspector.

Item 7—if you are entering the United States by land, enter LAND in this space. If you are entering the United States by ship, enter SEA in this space.

I-94 Arrival Record

1. Family Name ____________
2. First (Given) Name ____________
3. Birth Date (Day/Mo/Yr)____________
4. Country of Citizenship ______________
5. Sex (Male or Female)______________
6. Passport Number ______________
7. Airline & Flight Number_____________
8. Country Where You Live ______________
9. City Where You Boarded______________
10. City Where Visa Was Issued ______________
11. Date Issued (Day/Mo/Yr)_______________
12. Address While in the United State (Number and Street) ______________
13. City and State_____________

Departure Number 890738531 01

Immigration and Naturalization Service

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I-94 Departure Record

14. Family Name ____________
15. First (Given) Name ______________
16. Birth Date (Day/Mo/Yr)_____________
17. Country of Citizenship_______________

PART Ⅳ GOOD TO KNOW：CHINESE DISHES

宴会	feast	特色菜	specialty
面点	noodles and pastries	姜汁扁豆	French beans with ginger sauce
主食	staple food	红烧狮子头	meat balls braised in brown sauce
炒腰花	sauté pork kidney	清炖狮子头	steamed minced pork balls

对虾	prawn	番茄虾仁	sauté shrimps with tomatoes
干炸大虾	fried prawns	鱼香肉丝	sauté shredded pork in hot sauce
酥炸鱼条	fried crisp fish strips	虾仁鱼肚	fish belly with shrimps
生焖大虾	braised whole prawns	鲜汁虾片	sauté sliced prawns and tomatoes
葱油鳜鱼	mandarin fish in chive oil	粉蒸肉	steamed pork with rice flour
白切鸡	sliced boiled chicken	虾子鱿鱼	sauté squid with shrimp roe
生煎牛柳	sauté beef fillet	糖醋排骨	sweet and sour pork ribs
炒豆苗	sauté pea sprouts	蘑菇豆腐	bean curd with fresh mushrooms
清鸡汤	clear chicken soup	拔丝苹果	toffee apple/pulling thread apple
海蜇皮	jelly fish	油焖鲜蘑	braised fresh mushrooms

麻酱海参	sea slug/sea cucumber with sesame paste
蟹粉狮子头	crab meat and minced pork balls in casserole
糖醋里脊	pork fillet with sweet and sour sauce
冰糖燕窝	bird's nest in crystallized sugar
冬菇蒸鸡	steamed chicken with dried mushrooms
冬菇菜心	green cabbage heart with dried mushrooms

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PART Ⅴ EXERCISES

I. Listening comprehension.

A decorated evergreen tree is a German tradition that evolved from the pagan festivals of ancient Rome. German __1__ brought the custom to America. There is a charming story about the first Christmas tree in Williamsburg, Virginia, a town noted for its __2__ decorations for the holidays. In 1842 Judge Nathanial Tucker invited a young German-born professor to join the Tucker family's Christmas __3__.

The professor arrived with a small __4__ tree and showed the children how to make colored __5__ chains so that they could decorate it. He also fixed candles onto the branches with wire. The family was __6__ with this small tree and invited their neighbors and relatives to come to see it. Word __7__ for miles around. So in subsequent years, the Tuckers and their friends continued the tradition.

By the __8__ of the century Christmas trees had become popular additions to the other __9__ materials used for decorations over the holidays. The scent of evergreens mingled with the perfume of __10__ lavender, rose petals, rosemary and bay that decorated the living rooms of the colonists during winter celebrations.

II. Put the following into Chinese or English.

1．精选路线　　2．附加旅游项目

3．自由活动时间　　4．特别服务要求

5. 组团人数
6. folk custom tour
7. trade observation tour
8. itinerary map
9. guest night
10. extension

III. Fill in the blanks with words given below, and make some changes if necessary.

intercontinental	in service	convert	follow suit	withstand
be centered around	displace	in contrast	adequate	option

1. During the holidays the school ____ some classroom ____ into hotels.
2. The structure will prove weak ____.
3. He had no ____ but to agree.
4. The young man is strong enough to ____intellectual challenge.
5. Reporting time for ____ flight is 2 hours before departure.
6. It was cold yesterday, but ____ it's very hot today.
7. Should this happen, other countries will certainly ____.
8. Some people think that school education should ____ developing students' self-independence.
9. Our accommodation is barely ____.
10. He was ____ by another young man.

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IV. Reading comprehension.

In sixteenth-century Italy and eighteenth-century France, waning prosperity and increasing social unrest led the ruling families to try to preserve their superiority by withdrawing from the lower and middle classed behind barriers of etiquette. In a prosperous community, on the other hand, polite society soon absorbs the newly rich, and in England there has never been any shortage of books on etiquette for teaching them the manners appropriate to their new way of life.

Every code of etiquette has contained three elements: basic moral duties; practical rules which promote efficiency; and artificial, optional graces such as formal compliments to, say, women on their beauty or superiors on their generosity and importance.

In the first category are consideration for weak and respect for age. Among the ancient Egyptians the young always stood in the presence of older people. Among the Mponguwe of Tanzania, the young men bow as they pass the huts of the elders. In England, until about a century ago, young children did not sit in their parents' presence without asking permission.

Practical rules are helpful in such ordinary occurrences of social life as making proper introductions at parties of other functions so that people can be brought to know each other. Before the invention of the fork, etiquette directed that the fingers should be kept as clean as possible, before the handkerchief came into common use, etiquette suggested that after spitting, a person should rub the spit inconspicuously underfoot.

Extremely refined behavior, however, cultivated as an art of gracious living, has been characteristic only of societies with wealth and leisure, which admitted women as the social equals of men. After the fall of Rome, the first European society to regulate behavior in private life in accordance with a complicated code of etiquette was twelfth-century Provence, in France.

Provence had become wealthy. The lords had returned to their castles from the crusades, and there the ideals of chivalry grew up, which emphasized the virtue and gentleness of women and demanded that a knight should profess a pure and dedicated love to a lady who would be his inspiration, and to whom he would dedicate his valiant deeds, though he would never come physically close to her. This was the introduction of the concept of romantic love, which was to influence literature for many hundreds of years and which still lives on in a debased form in simple popular songs and cheap novels today.

1. In sixteenth-century Italy and eighteenth-century France, the ruling families____.
   [A] tired to destroy the lower and middle classes using etiquette
   [B] discriminated against the lower class using etiquette
   [C] tired to teach etiquette to the lower and middle classes
   [D] put the middle and working classes into fenced enclosures
2. Every code of etiquette has contained three elements: ____.
   [A] practical rules, optional moral duties and formal compliments
   [B] formal compliments, basic moral duties and practical rule
   [C] optional moral duties, optional practical rules and artificial graces
   [D] rules, regulations and requirements
3. The custom of young men bowing to show respect when passing the dwellings of their elders was cited as a characteristic of____.
   [A] the ancient Egyptians
   [B] parts of Tanzania
   [C] England about a century ago
   [D] all societies
4. Etiquette cultivated as art of gracious living____.
   [A] has been typical of rich and leisured societies
   [B] advocates that women are the same as men
   [C] began in nineteenth-century Provence
   [D] looks down on extremely refined behavior
5. The ideals of chivalry demanded that____.
   [A] a knight could have physical relationship with women
   [B] a knight should inspire his lady to valiant deeds
   [C] a knight should dedicate his valiant deeds to a woman
   [D] romantic people should influence literature

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V. Translate the following sentences into Chinese. They are underlined in the texts.

1. In Europe, the general rule of thumb is to behave as if you were calling on a rich old auntie. While the New World may have loosened up dramatically in the past couple of generations, the Old one remains very buttoned up—literally and figuratively.
2. But this obsession with pleasing dose not means that the Japanese make quick friends.
3. But once you are in the backseat you may find that the agreed-upon fare has suddenly doubled, in effect giving your driver a very nice gratuity: 100 percent.
4. Whenever it can be done gracefully, making a religious gesture toward an Arab is the sincerest form of flattery.
5. An Arab's sense of the world around him is that of an extended family, and he will interrupt even the most serious discussion to deal with whomever seeks his time and counsel.

VI. Writing.

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Application Letters

Knowing how to write a job application letter is often of great importance in getting a job because the purpose of the letter of application that goes with your resume is to introduce yourself briefly and to try and make the employer interested in you. The following are some of the things you have to observe in writing your job application letter.

In the first paragraph, state that you are an application for the job and note the source through which you learned about the job. In the second paragraph, state briefly your qualifications for the job and refer the reader to your resume. In the last paragraph, state your willingness to come for an interview. If you can be available for an interview at only certain times, indicate this.

Skip two spaces between the inside address and the salutation. Use a colon after the salutation. Sign your name at the bottom, in addition to typing it. As with the resume, neatness is crucial. Type the letter on good quality paper. Proofread very carefully for sentence correctness and spelling mistakes. Be brief and to the point: use no more than one page.

If you can follow these rules, the job application letter you have written is sure to be a good one.

Simulate and create: Follow the rules mentioned and write a job application letter.



UNIT 16 TOURISM SUSTAINABILITY

PART Ⅰ TEXT

Text A Tourism Development in Cyprus Needs to Be Sustained

The tourism development strategy for the Republic of Cyprus[1] reflects the approach of aiming for sustainable development of an already substantially developed tourist destination, while still expanding tourism as a major economic sector of the country.

Cyprus is situated in the eastern Mediterranean Sea[2], south of Turkey. The population of the Republic is close to 600 000. It has an extensive coastline with numerous beaches and coastal plains. Much of the southern interior is occupied by the scenic, forested Troodos Mountains[3]. They are flanked by the central plains, where the capital city Nicosia[4] is located, and the coastal lowlands.

The country has a long history of prehistoric development, followed by successive periods of Classical and Hellenistic Greek, Roman, Byzantine[5], Frankish, Turkish and British occupation, and now independence. This history has left a rich heritage of archaeological and historic sites, picturesque villages and cultural traditions. The mild climate of Cyprus is one of the major general attractions for tourists.

Tourism in Cyprus in the twentieth century has undergone several changes. Before independence in 1960, tourism was small scale and based on the cool mountain environment. During the early post-independence years, there was greater emphasis on coastal tourism, appealing to a wider international market. Following partition of the island in 1974, coastal tourism experienced dramatic growth, making the country a mass tourism destination by the early 1980s. By then, concern was being expressed about the future direction of tourism, and the emphasis shifted somewhat away from quantitative to more qualitative development.

Expansion of tourism has been considerable since the early 1980s, with annual tourist arrivals reaching almost 1 million in 1987 and 1.7 million in 1990. The great majority of tourists are from Western Europe, with much smaller numbers from the Middle East and North America. Domestic tourism, mostly day trips, is also substantial in the country.

By the mid-1980s, there was still concern about the direction that tourism was taking. Environment degradation was commencing in the more developed tourism areas, and coastal tourism, focused on the beaches, was by far the dominant form.

Most tourism development has taken place in five main coastal regions. The typical forms of development are the higher-class multi-storied hotels, occupying prime sites adjacent to the best beaches. Lower category accommodation in the form of smaller hotels and hotel apartments are situated on the less desirable sites, often with poor access to the views of the beaches. There is

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very limited tourism in the mountains despite their scenic beauty, interesting historic villages and cool temperatures. The central plain area attracts few holiday tourists, although conference tourism is being developed in Nicosia. Although visited by tourists, the archaeological and historic sites are no longer primary attractions, not appealing to tourists who do not have special interest in Cypriot history and culture.

Words and Expressions

Byzantine	[bi'zæntain]	*a.* 拜占庭的
commence	[kə'mens]	*v.* 开始
Cyprus	['saiprəs]	*n.* 塞浦路斯
flank	[flæŋk]	*v.* 从两侧包抄
frankish	['fræŋki]	*a.* 法兰克的
interior	[n'tiəriə]	*n.* 内陆，内地
partition	[pɑː'tiʃən]	*n.* 分离
prehistoric	[ˌpriːhi'stɔːrik]	*a.* 史前的，陈腐的
qualitative	['kwɔlitətiv]	*a.* 质量的
quantitative	['kwɔntiˌtətiv]	*a.* 数量的，定量的
Nicoasia	[ˌniko'siə]	*n.* (塞浦路斯首都)尼科西亚

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Notes

(1) Cyprus：塞浦路斯，希腊语中意为“产铜之岛”，位于地中海东部，地中海地区最热门的旅游地之一。

(2) Mediterranean Sea：地中海，地中海被北面的欧洲大陆、南面的非洲大陆和东面的亚洲大陆包围着，东西共长约 4 000 千米，南北最宽处大约为 1 800 千米，面积约为 251.2 万平方千米。

(3) Troodos Mountains：特罗多斯山，塞浦路斯西南部山地。面积近 3 200 平方千米，约占全国面积的 1/3。主峰奥林匹斯山海拔 1 951 米，为全国最高峰，顶部冬季覆雪。

(4) Nicosia：尼科西亚，塞浦路斯首都尼科西亚，位于塞浦路斯岛梅索里亚平原中部，北依横跨岛国北岸的凯里尼亚山脉，西南同青松苍翠的特罗多斯山遥遥相望，面积 50 多平方千米，人口 23 万左右，是塞浦路斯政治、经济和文化的中心。

(5) Byzantine：拜占庭的。拜占庭，古国名，中国史籍称“大秦”。公元 395 年，罗马帝国分裂为东西两部，东罗马帝国以巴尔干半岛为中心，领属包括叙利亚、巴勒斯坦、埃及和南高加索的一部分。首都君士坦丁堡，是古希腊移民城市拜占庭旧址，故又称拜占庭帝国。

Text B　The Tourist as Target: Direct Victim of Political Instability

Most of the evidence on tourist motivations points to fear and insecurity as a major barrier to travel and thus a limitation on the growth of the industry. In addition to the openly stated fear



there is often an expression of lack of interest in travel, which can mask an underlying fear. In these circumstances the possibility of terrorism, however remote, will have an effect on the tourist demand of a large number of potential tourists (Buckley and Klemm, 1993:191)

Travelers have long been subject to banditry[2]. Hence, the word "*travail*", meaning hard or agonizing labor, from which "travel" derives. However, politically motivated terrorism is a child of the modern era of travel[3]. Images of hijacked aircraft or the taking of tourists as hostages are a common element in television news. The media profile given terrorist activities is probably critical in its occurrence given that "terrorism is a form of communication, of both the threat or reality of violence and the political message"[4]. (Richter and Waugh, 1986:230) Therefore, the media which were identified as being significant in establishing tourist perceptions of political stability in destination regions can also serve the communication needs of political terrorists in highlighting their cause in the tourist-generating regions. Indeed, the internationalization of the media and increased global political and economic interdependence can only serve to lift the profile of terrorist activities.

According to Hall (1994a), tourism is affected by terrorism through two means. First, terrorist activities can damage a destination's or country's tourist industry by creating an image of lack of safety. Second, tourist facilities, such as airport terminals or aircraft, may themselves be subject to attack. "Tourist facilities are logical targets of terrorist to act" (Ritcher and Waugh 1986:233). Although the actual risk of terrorist attack is quite low, it is perceptions that count with the effects of such perceptions on travel decisions usually substantial (Conant et al. 1988)[5]. For example, Ritcher and Waugh (1986:230) reported "preliminary estimates indicating that 1.8 million Americans changed their plans for foreign travel in 1986, following American raids on Libya and terrorists attacks on several European airports."

According to Hall (1994a), attacks on tourists or tourist facilities can be used by terrorists to achieve a range of tactical, strategic and ideological objectives. One of the most common reasons for terrorist attack is to gain publicity for the terrorist cause. For example, the hijacking of airliners in the early 1970s by the Palestine Liberation Organization (PLO)[6] was used to gain publicity for the Palestine cause. In eastern Turkey in 1993, members of the Kurdistan Workers' Party[7] seeking the establishment of a separate Kurdish state, kidnapped a number of tourists. Australian, French and Britishtourists were abducted and held hostage in order to raise the profile of the Kurdish separatists in the world media[8]. More recently, in August 1994, the tourists, an Australian, Britain and French citizen traveling on a train between Phnom Penh[9]and Sihanoukville were taken hostage by the Khmer Rouge[10]. They were used as Pawns in negotiations with the Cambodian Government[11]over foreign military aid and political recognition of the Khmer Rouge. In this way, terrorist attacks on tourists can also be used to punish nationals of a country which supports the government which the terrorists are trying to overthrow or which is in opposition to their own activities. For example, Ritcher and Waugh (1986) note that attacks on American tourists may be viewed as a form of punishment of the Untied States government for its foreign-policy decisions and military actions.

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Events which are used by government to enhance their legitimacy can also be utilized by opposition groups to undermine support for government and to focus attention on government activities. As Ritcher and Waugh (1986:238) noted, "uncompromising positions taken by authoritarian leaders in their own states or self-righteous world leaders, often backfire when they cannot enforce their political and when terrorists view the policies as challenges to be overcome." For example, the 1980 American Society of Travel Agents (ASTA) Conference in Manila which had over 6 000 delegates in attendance was bombed just minutes after President Marcos had given the ElGama'a elIslamiya (Islamic Group) attacked a tourist mini-bus near Sohag[12]in southern Egypt, killing a 13-year-old Spanish boy, in order to warn foreigners to stay away from the September United Nations World Population Conference[13] to be held in Cairo. According to one newspaper report, "the Egyptian Government hoped that by hosting the Conference it could promote the image of a peace-loving, democratic country and a safe destination".

The current situation in Egypt with respect to attacks on tourists is organizations in an attempt to achieve ideological objectives and to strengthen their claims to political legitimacy by making the incumbent government appear weak. The deliberate targeting of tourists in Egypt since late 1992 by fundamentalist Muslim militants marked change in previous political tactics and has seriously damaged the country's $4 billion tourist industry, cutting the tourism trade by almost half.

Islamic fundamentalists perceive tourism as a soft target on which to wage their mission and be aware of the role tourism plays in the Egyptian economy and in the regional economy of destinations such as Luxor. Such attacks may also gather a degree of sympathy from the general population because many Islamic fundamentalists are also concerned at the contradiction between the values of mass tourism and Islam. Indeed, the ELGama'a elIalamiya have been warning foreign tourists to stay away from Cairo and upper Egypt. According to the group: "The Gama'a has carried out about 20 operations targeting the tourist industry and the casualties among the tourists themselves were negligible, in accordance with our policy of 'tourism not tourists' " (Reuter, 1993:7). In response, the Egyptian government has attempted to imprison many of the leaders of the fundamentalist movement and has used military forces to help protect convoys of tourist buses, particularly in the south of the country. However, the latter action, while helping to ensure tourist safety, does not enhance tourist perceptions of Egypt as a safe destination.

The above examples illustrate the extent to which terrorism can impact tourism. However, as Richter and Waugh (1986:238) have recognized, "the relationship between terrorism and tourism is important not because the problem is new but because the political and economic ramifications are immense and likely to grow larger." Because of its international visibility tourism is a ready-made target for terrorist groups who are seeking to gain publicity for their objectives. Within this context it becomes imperative for destination areas to understand not only the motivations of terrorist organizations but also the key role that the media play in inadvertently supporting the goals of many terrorist groups. Tourism managers in politically unstable regions and in vulnerable tourist facilities, such as airports, need to develop ways of preventing terrorist attacks against tourists, without giving

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tourists the impression that a serious threat is present; otherwise there is a likelihood that their behavior in terms of destination and activity choice may well change.

Tourism may also be the object of social and political opposition. Although community-oriented tourism planning is popular in academic circles, in many destination areas around the world, local perceptions and opinions regarding tourism development are often ignored by government and tourism developers in their search for profit and foreign exchange. If local people are excluded from planning and decision-making processes and from their lands and resources, then their way of life will undoubtedly change, possibly resulting in resentment and negative social and environmental impacts. For example, following a change of ownership at the Anuha Island(14) Resort in the Solomon Islands(15) and a consequent series of actions which angered the customary land holders, "the angered islanders dug holes in the airstrip, sent painted warriors to force guests off the islands, and closed down the resort in spite of a court ruling against them."

The Solomon Islands' situation noted above is not an isolated example of protest concerning tourism development. Throughout the world many people do not want tourism and outside of legitimate political structures. Such an observation further reinforces the need for tourism managers and planners to considers non-economic factors such as culture and political in their assessment of the value of tourism development. As Heenan (1987:32) recognized:

In their quest for viability and legitimacy, enlightened investors and community leaders must balance local and outside needs and interests if the constructive impact of tourism is to be realized, collaborate approaches between diverse stakeholder groups will be needed. To survive and prosper in the decades ahead, tourism must develop some multiple constituencies.

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Words and Expressions

abduct	[æb'dʌkt]	*vt*. 诱拐，绑走
airstrip	['eəstrip]	*n*. (飞机紧急降落用的)临时跑道
circumstance	['sɜːkəmstəns]	*n*. 情况，境遇，事项，详细情节
collaborate	[kə'læbəreit]	*vi*. 合作，通敌
constituency	[kən'stʃuənsi]	*n*. 选区，选区的选民，支持者，主顾
contradiction	[ˌkɑːntrə'dikʃən]	*n*. 矛盾，反驳，否认，不一致
deliberate	[di'libərət]	*a*. 深思熟虑的，从容不迫的
		v. 仔细考虑
Egyptian	[i'dʒipʃən]	*a*. 埃及的，埃及人的
		n. 埃及人
illustrate	['iləstreit]	*v*. 举例说明，(为书)作插图，图解
immense	[i'mens]	*a*. 巨大的，广大的，(口)非常好的
imperative	[im'perətiv]	*a*. 紧要的，必要的
		n. 紧要的事，命令

inadvertently	[ˌinəd'vəːrtəntli]	*ad.*	不注意，疏忽的，非故意的
incumbent	[in'kʌmbənt]	*a.*	负有义务的，凭依的
		n.	在职者
internationalization	[ˌintəˌnæʃnəlai'zeiʃən]	*n.*	国际化，国际共管
Islamic	[iz'lɑːmik]	*a.*	伊斯兰教的
legitimacy	[li'dʒitiməsi]	*n.*	合法，合理，正当
military	['miləteri]	*a.*	军事的
		n.	军队
Muslim	['muzlim]	*n.*	穆斯林，穆罕默德信徒
		a.	穆斯林的
negligible	['neglidʒəbl]	*a.*	可以忽略的，微不足道的
pawn	[pɔːn]	*n.*	抵押物，人质
		vt.	典当
preliminary	[pri'limineri]	*a.*	初步的，开始的
		n.	初步行动，准备
substantial	[səb'stænʃəl]	*a.*	大量的，坚固的，实质的
		n.	本质
viability	[ˌvaiə'biləti]	*n.*	生存能力，发育能力，可行性
violence	['vaiələns]	*n.*	猛烈，暴力，暴行，强暴
vulnerable	['vʌlnərəbl]	*a.*	易受伤害的，有弱点的，脆弱的
tactical	['tæktikl]	*a.*	战术上的，战术性的，足智多谋的
tactics	['tæktiks]	*n.*	策略，战术

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Notes

(1) 本文选自 Tourism, Crime and Internet Security Issues, edited by Abraham Pizam and Yoel Mansfeld, John Wiley & Sons, 1995 年出版。

(2) Travelers have long been subject to banditry. 这句话的意思是游客一直是盗匪攻击的对象。“subject to”的意思是“tending or likely to”，即“容易受……的”；“易于……的”。

(3) However, political motivated terrorism is a child of the modern era of travel. 这句话的意思是带有政治动机的恐怖主义是现代旅游时代的产物。“a child of the modern era of travel”是比喻，此处“child”意思是“产物”。

(4) The media profile given … the political message”. 这句话的意思是恐怖活动是一种交流方式，是一种暴力形式或暴力现实，同时又具有一定的政治意味，因此它在媒体中的形象一定是受到抨击的。句中第一个 given 是过去分词，它所引导的过去分词短语在句中作定语，修饰 The media profile。第二个 given 是介词，意思是“如果考虑到……”；“鉴于……”。

(5) Although the actual risk of terrorist attack is quite low, it is perceptions that count with the effects of such perceptions on travel decisions usually substantial. 虽然实际发生恐怖袭击的可能性很小，但人们对恐怖袭击的认识对人们决定是否出游通常有着很大的影响。

(6) the Palestine Liberation Organization：巴勒斯坦解放组织。

(7) the Kurdistan Workers' Party：库尔德斯坦工人党。

(8) Australian, French and British tourists were abducted and held hostage in order to raise the profile of the Kurdish separatists in the world media. 澳大利亚、法国和英国的游客被绑架作为人质，为的是提高库尔德分裂主义者在世界媒体中的形象。

(9) Phnom Penh：金边(柬埔寨首都)。

(10) the Khmer Rouge：红色高棉(柬埔寨一反政府武装)。

(11) the Cambodian Government：柬埔寨政府。

(12) Sohag：埃及南部一座城市名。

(13) United Nationals World Population Conference：联合国世界人口大会(1994 年 9 月在埃及首都开罗举行)。

(14) Anuha Island：所罗门群岛一度假胜地。

(15) Solomon Islands：所罗门群岛，位于新几内亚以东的太平洋西南部，原为英国保护区，1978 年获得独立。

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PART Ⅱ DIALOGUE

Dialogue 1 Arranging a Conference

G = guest(客人) M = manager of the meeting service(会务经理)

G：Good morning, Sir.

M：Good morning. Welcome to our hotel. What can I do for you?

G：Our company is going to hold a video-conference next month. Would you please tell me some information about your conference facilities?

M：My pleasure. Our hotel is one of the best convention hotels in the city. We have 12 meeting rooms with the most modern equipment, video-conference and simultaneous translation system. So what size of conference do you have in mind?

G：There will be 200 guests attending the convention. And the conference lasts 4 days from 19th to 22nd in July.

M：I see. What kind of facilities do you need?

G：We need a large conference hall with video-conference facilities and six smaller meeting rooms. How much are they?

M：1 000 yuan for the large conference hall and 400 yuan for each smaller room per day.

G：Very good. Besides that, we also want to reserve one suite for our office and 100 double rooms for the guests to the convention. Could you give me the rate?

M：600 yuan per night for a standard suite and 300 yuan for a double room.

G：Sounds nice. Now shall we talk about the catering service? We want to host the guests buffet every day.

M：OK. Could give me more details about your requirements for the breakfast and buffet, such as the meal time?

G：Yes. I think the time for the breakfast is 7:30 in the morning and buffet is 12:00 at noon and 6:30 in the afternoon. I'll reconfirm the exact number one day before. May I know the terms, please?

M：Yes. The cost for the breakfast is 48 yuan per person and 150 yuan each for the buffet. And how about the tea time? Would you like some tea and snacks be served in the meeting rooms?

G：That sounds great. You're so considerate.

G：先生早上好。

M：早上好。欢迎到我们酒店。我能为您做什么？

G：我们公司下个月要举行一个电视会议。您能给我讲讲你们的会议设施吗？

M：我很乐意。我们的酒店是市内最好的会议酒店。我们有 12 间具有最现代设施、视频会议设施及同声翻译设施的房。请问你们打算举行多大规模的会议？

G：将会有 200 位客人参加会议。会议从 7 月 9 日到 7 月 22 日持续 4 天。

M：明白了。你们需要什么样的设施？

G：我们需要带有视频设施的大型会议室和 6 个小会议室。这些花费要多少？

M：大会议室每间每天 1 000 元，小会议室每间每天 400 元。

G：很好。我们还要为办公室定一个套间还要为参会的客人定 100 间双人间。你能给我报价吗？

M：一个标准套间一晚上是 600 元，双人间是一晚上 300 元。

G：听起来不错。我们现在能讨论一下餐厅服务吗？我们想为客人每天提供自助餐。

M：好的。您能给我您对早餐和自助餐的要求吗？比如用餐时间？

G：好的。我们早餐时间是早上 7:30，自助餐是中午 12:00 和下午 6:30。我会在会议前一天确认具体时间。我能了解一下具体事项吗？

M：可以。早餐每位 48 元，自助餐每位 150 元。茶点时间是什么时候？您希望在会议期间提供茶和点心吗？

G：听起来很棒。您考虑得很周到。

Word Service Station

information desk	问询处	market price	市价
overbooking	超额订房	voucher	代金券
luggage rack	行李架	bank draft	汇票
visit card	名片	reservation desk	预订处

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Dialogue 2 Booking Facilities and Personnel

C = clerk(职员)　　G = guest(客人)

C：Good morning. What can I do for you?

G：Good morning. We're going to hold a Seminar next Friday. I'd like to book some facilities and personnel for it.

C：Next Friday... that's December 16th, isn't it?

G：Yes. We need a conference hall for 100 people and four smaller rooms for discussion.

C：I see. We have a multi-function hall that can accommodate 100 to 400 guests for the meeting or cocktail parties. And we also have several smaller meeting rooms which can seat about 30 people.

G：Sounds good. What about the basic equipment for the hall?

C：We provide basic equipment such as recorders, microphones and loudspeakers.

G：And what about the technical equipment?

C：All the rooms are fully equipped with the things like computer, slides and overhead projectors. We will arrange the technicians to take care of the facilities running smoothly.

G: Thanks. The last but not the least, please make sure that there will be enough hands to serve the seminar, such as receiving guests, taking registration, carting, so on and so forth.

C：Don't worry. Everything will be ready by next Wednesday. And you can come and check it then.

G：Sure. Thanks.

C：早上好。我能帮您什么？

G：早上好。我们要在下周五举行一个研讨会。我想预订一些设备和请一些工作人员。

C：下个星期五……那是12月16号，对吗？

G：对。我们需要一个能容纳100人的会议厅，还要4个用作讨论的小房间。

C：明白了。我们有一个多功能厅，可以供100到400人的会议或鸡尾酒会，我们还有能坐30人左右的小会议室。

G：听起来不错。大厅的基本设施如何？

C：我们提供基本的设施，如录音机、麦克风和音箱。

G：技术性的设备有什么？

C：所有的房间都配有诸如电脑、幻灯和投影仪。我们会安排技术人员保证设备正常运行。

G：谢谢。最后重要的一点，请确保有足够的人手为研讨会服务，如接待来宾、注册、运送等。

C：不用担心。所有的一切会在下周三之前准备好。到时候您来检查。

G：那是。谢谢。

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Word Service Station

ground floor	(英)底层，一楼	switch	开关
venetian blind	百叶窗帘	curtain	窗帘
mattress	床垫	folding screen	屏风
first floor	(英)二楼，(美)一楼	socket	插座，插口
hanger	挂钩	drawer	抽屉
bedclothes	床上用品	cushion	靠垫，垫子

PART Ⅲ TOURISM LINK: TRAVEL INSURANCE REPORT FORM

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1. This form must be fully completed in the sections applicable to your claim and signed.
2. The Privacy Consent section must also be signed for all claims.
3. For baggage/business property, electronic equipment and money/travel documents claims-attach invoices, valuations or receipts to support the value of the items being claimed and, most important, written confirmation from the police, Local Government or Carrier supporting your notification of the loss (if applicable).
4. For medical claims-enclose all the relevant documents to support your claim. Medical reports may be necessary; therefore the Medical Authority on this form must also be signed and completed by you.
5. For damage or loss by the carrier, cancellation and curtailment, loss of deposits or additional expenses claims-obtain written advice from the carrier involved as to the amount of the refund obtainable from them as a result of the damage or loss of articles, cancellation or curtailment of the journey, loss of deposits or additional expenses.

The issue of this form is not an admission of liability or a waiver of rights and is without prejudice.

all questions in this section must be answered.

Name of Traveller (Mr. /Mrs. /Miss /Ms): ______________________________

Occupation: ______________________________

Date of Birth: ______________________________

Address: ______________________________

Email (Important): ______________________________

Telephone: ______________________________

Home: ______________________________

Business: ______________________________

Mobile: ______________________________

Full Policy No. and Prefix: ______________________________

Travel information and authorization.

Country or Countries Visited ______________________________

Date of Departure ______________________Date of Return____________________

Was an air trip involved in the travel?

Please Print and Sign Name (Company Representative) ______________________________

Position Held (Company Representative)* ______________________________

Is the above noted Travel an Authorized Business Trip (Company Representative)?

____

These sections may only be filled out by an authorized company representative (i.e. Person who authorized your travel).

Electronic funds transfer details.

Following approval of your claim, your claim benefits will be transferred directly into your bank account. Please provide the following details:

Bank Draft in the following currency______________________________, or;

Direct to Bank Account details Below: ______________________________

Bank/Financial Institution: ______________________________

Address: ______________________________

Account Name: ______________________________

BSB Number: ______________________________

Account Number: ______________________________

SWIFT: ______________________________

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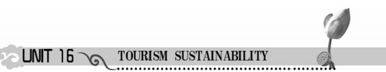
PART Ⅳ GOOD TO KNOW: TRADITIONAL CHINESE FESTIVALS

元旦	New Year's Day	火把节(白族、彝族)	Torch Day/ Festival
藏族灯节	Tibetan Lantern Festival	泼水节(彝族)	Water Splashing Festival
端午节	Dragon Boat Festival	清明节	Pure Brightness Festival
重阳节	Double-Ninth Festival	藏历新年	Tibet's New Year Festival

PART Ⅴ EXERCISES

I. Listening comprehension.

Water towers take advantage of the force of gravity to provide pressure for the water they contain. Every vertical foot adds point-four-three pounds per __1__ inch to the water pressure.



Towns usually keep their water pressure between fifty and one-hundred pounds per square inch, so a simple equation tells them how high to build the __2__. And since a typical tower contains a full day's worth of water, the force of gravity can __3__ the hydrostatic pressure of the water system even when the power goes out.

Actually they __4__ an important day-to-day purpose as well. A city's water usage varies throughout the day, usually __5__ in the early morning when many people are showering and washing. Water usage during this time can be four or five times __6__ than during other parts of the day. To maintain water 6pressure during peak hours of the day, a city could invest in a very __7__ pump, but this would be expensive and wasteful, since its 8 capacity would go unused for most of the day.

Let me guess，instead, the city draws on the water tower's __8__ of water during these hours of high __9__.

That's right, the water tower and pumps work together to keep the water __10__ stable throughout the day.

II. Look at the pictures below and identify each one. Use the words from the list.

projector	recording pen	digital camcorder
slide	microphone	function hall
flip chart	whiteboard	hi-fi AV

1. 2. 3.

4. 5. 6.

7. 8. 9.

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III. Fill in the blanks with words given below, and make some changes if necessary.

underestimate	advocate	checkout	obstacle	laundry service
recommend	entitle	strive for	off season	out of sight

1. By the way, I'd like to tell you that the ____ time is 12:00 noon, sir.
2. He waved until they were ____.
3. We should ____ ecological civilization and promote sustainable development.
4. You should never ____ the power of love.
5. We all believe the greatest ____ to progress is prejudice.
6. Mr. Smith is always telling us to ____ the best, prepare for the worst.
7. Would you ____ a hotel to me?
8. There's a minimum price for ____ stay and a maximum price for peak season.
9. This ticket does not ____ you to travel first class.
10. Almost all big hotels provide ____.

IV. Reading comprehension.

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In Britain, dismay about the global financial crisis is best masked with humour. The British reaction to bank failures is to josh that the best place to store money is under the mattress-or in an Irish bank. When America's $700 billion rescue package stalled in Congress, Willem Buiter, an economics professor, joked that his "remaining financial wealth is now kept in a (small) old sock in an undisclosed location."

A worried saver, such as Mr. Buiter, shunning banks for the safety of hosiery, still faces a choice about what store of value to use as stocking filler. Gold is for the really scared. Its price has risen by about one-fifth in the space of three weeks. Makers of gold bars are struggling to keep up with demand.

Gold tends to do well when the dollar struggles. And there are good reasons to be anxious about the dollar. America depends on foreign savings to finance its large current-account deficit, which was close to 5% of GDP in the second quarter. But the allure of America's financial assets has been tarnished by the shakiness of its banking system. Bail-outs and state guarantees to shore up the system may help, but they also strain public finances and raise concerns that the government may be tempted to inflate away its debts by printing money.

Yet for all these worries, the dollar has come through the recent turmoil surprisingly well. The persistent foreign demand for American assets is remarkable given all those scares. In a recent study, Kristin Forbes, of the Massachusetts Institute of Technology, set out to discover what lies behind this hearty appetite for dollar assets. She looked at several factors that might affect the cost and benefits of buying American assets, including each country's capital controls, its financial development, its investment returns at home, and how useful dollar assets were in

diversifying risk. Two striking results emerged. First, there was little evidence that foreigners buy American dollars as a hedge against risks at home. If a country's investment returns moved in tandem with America's, this did not reduce their thirst for dollar assets. This is the opposite of what financial theory predicts—that investors would be keener on foreign assets the less they were correlated with their domestic ones.

The second big result has implications for the dollar and how economists think about global "imbalances", the recent phenomenon of big current-account deficits in rich countries financed by poor-country surpluses. Ms Forbes found that a lack of financial development at home makes foreigners keener to invest in America. What attracts them is the size, liquidity, efficiency and transparency of its financial markets compared with what is on offer in their domestic markets. This finding adds weight to theories which explain global imbalances as a consequence of slow financial progress.

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1. The word "josh"(Para. 1) most probably means____.
   [A] joke [B] satirize [C] complain [D] exaggerate
2. Why has gold become the first choice since band failures?
   [A] Because it is convenient and portable
   [B] Because it can be made into decorations
   [C] Because it is more valuable than the dollar
   [D] Because its value can be preserved long enough
3. It can be inferred from Para.3 that____.
   [A] gold can help the banking system recover soon
   [B] printing money is the only way to pay off debts
   [C] government support is a remedy for bank failures
   [D] bank failures put American finance in a tight corner
4. American assets are in desperate need when____.
   [A] foreigners are on the edge of bankruptcy at home
   [B] foreign invertors' financial development is at stake
   [C] foreign investors make profits in their own countries
   [D] investors are distantly related to their domestic assets
5. According to the last paragraph, global economic imbalances are caused by____.
   [A] fast development of global financial market
   [B] big current-account deficits in rich countries
   [C] inefficient capital controls of poor countries
   [D] slow economic development throughout the world



V. Translate the following sentences into Chinese. They are underlined in the texts.



1. The tourism development strategy for the Republic of Cyprus reflects the approach of

aiming for sustainable development of an already substantially developed tourist destination, while still expanding tourism as a major economic sector of the country.

2. By then, concern was being expressed about the future direction of tourism, and the emphasis shifted somewhat away from quantitative to more qualitative development.
3. The current situation in Egypt with respect to attacks on tourists is an example of how tourists and tourist facilities can be targeted by terrorist organization in an attempt to achieve ideological objectives and to strengthen their claims to political legitimacy by making the incumbent government appear weak.
4. In this way, terrorist attacks on tourism can also be used to punish nationals of a country which supports the government which the terrorists are trying to overthrow or which is in opposition to their own activities.
5. Events which are used by governments to enhance their legitimacy can also be utilized by opposition groups to undermine support for government and to focus attention on government activities.

VI. Writing.

Write a farewell speech. The following contents should be included in the farewell speech:

1. Recalling the whole tour items, replay the wonderful time, leaving the tourists with a good impression, express thanks to the tourists for a friendly cooperation.
2. Expressing the feeling of friendship and reluctance to part.
3. Sincerely asking for opinions and suggestions from the tourists for the improvement of tour.
4. Making apology for any inconvenience and anything inconsiderate during the tour service.
5. Expressing good wishes.

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ACTIVITY 4 THEME TRAIL DESIGN FOR ATARGET CITY: USE BOSTON'S FREEDOM TRAIL AS A TEMPLATE

Aim:

Based on team-work, students are assigned to study the Boston's Freedom Trail, MA. Then, each team would be required to design a self-guided theme trail for a selected city and do a presentation on their planning at class. The presentation would be 10–15 minutes.

Background Materials:

The Freedom Trail is a red (mostly brick) path (also see *http://www.thefreedomtrail.org/*) through downtown Boston, Massachusetts that leads to 16 significant historic sites. It is a 2.5-mile walk from Boston Common to Bunker Hill Monument in Charlestown. Simple ground markers explaining events, graveyards, notable churches and other buildings, and a historic naval frigate are stops along the way. Most sites are free; Old South Meeting House, Old State House, and Paul Revere House have small admission fees; while others suggest donations. The Freedom Trail is a unit of Boston National Historical Park and is overseen by The Freedom Trail Foundation.

The Freedom Trail was originally conceived by local journalist William Schofield, who since 1951 had promoted the idea of a pedestrian trail to link important local landmarks. John Hynes, the mayor of Boston, decided to put Schofield's idea into action. By 1953, 40 000 people annually were enjoying the sites and history on the Freedom Trail.

In 1974, Boston National Historical Park was established. The National Park Service opened a Visitor Center on State Street, where they give free maps of the Freedom Trail and other historic sites, as well as sell books about Boston and US history. Today, people walk on the red path of the Freedom Trail to learn about important events as the people worked to gain independence from Great Britain.

Members of the Boy Scouts of America who hike or camp along the Freedom Trail may be eligible for the Historic Trails Award.

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Key to the Exercises

UNIT 1

I. Listening Comprehension.

1. traveling 2. remainder 3. learning 4. drove 5. unique
6. temples 7. software 8. get away 9. recognized 10. entered

II. Put the following into Chinese.

1. 旅行签证 2. 入境签证 3. 短途旅行 4. 一日游 5. 野生动物园
6. 世界旅游组织 7. 探亲访友 8. 自然遗址 9. 电子客票 10. 医疗保健

III. Fill in the blanks with words given below, make some changes if necessary.

1. leisure 2. accommodations 3. popular 4. tourism 5. due to
6. entertainment 7. economic crisis 8. hospitality 9. local economy 10. define

IV. Reading comprehension.

1. Overloading
2. The survival of the local culture and fragile natural environment
3. Tourism would become the largest sector of the country's economy/Indonesia will switch from a net energy exporter to a net energy importer/Indonesia's shortfall will be made up by extra revenue from tourism
4. Poor infrastructure including road, water and sewerage system, street crime, tourists' safety, lack of trained and qualified managerial staff, traffic jams, lack of government financial aid

V. Translate the following passage into Chinese.

1. 兼顾简单和宽泛的对于服务的定义，服务是指包括所有的经济活动，其产出不是实际的物理产品，也不是建筑，而是在产品在被生产时就开始的消费，并以某种形式提供附加值（如便捷性，娱乐性，时效性，舒适性，健康性），这些都是产品的初次购买者要考虑的重要的无形因素。
2. 服务不容易获得专利，因而新的服务理念容易会被竞争者仿效。
3. 盖洛普民意测验表明，服务的好坏不仅影响到回头客的生意，而且对企业的口碑产生重大的影响。

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4. 这就是为什么希尔顿、迪斯尼和麦当劳等大公司致力于客户服务，并且设立了全公司范围内针对管理部门及员工的客户培训项目。
5. 记住：服务的态度会影响旅游者的满意度，旅游者对该地区的印象，以及可以招来新游客的宝贵的口碑宣传。

UNIT 2

I. Listening Comprehension.

1. landings 2. pressure 3. altitudes 4. distort 5. means
6. equalize 7. gum 8. mechanical 9. cry 10. swallow.

II. Put the following into Chinese.

1. 商务签证 2. 访问签证 3. 过境签证 4. 旅游协会 5. 航空机组人员
6. 历史遗产 7. 足部按摩 8. 时差 9. 商品交易会 10. 旅游团

III. Fill in the blanks with words given below, make some changes if necessary.

1. invited 2. reward 3. make a reservation 4. drop me a line 5. participate
6. in advance 7. celebrate 8. in the case of 9. afford 10. reminded

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IV. Reading Comprehension.

1. (1) T (2) T (3) F (4) F (5) T (6) T (7) T
2. (1) fashion industry
   (2) strongly developed work ethics
   (3) more tourism experiences
   (4)“sex tourism”in Bangkok, Cairns—Great Barrier Reef—Ayers Rock--Sydney

V. Translate the following sentences into Chinese.

1. 间接影响是指由其他行业间接引起的产品销售、员工雇用，营业收入方面的变化。这些行业直接收取旅游者的钱，并将这些钱用于购买物品和服务方面的投入，以满足游客的需求。
2. 国际旅游除去了人们彼此的“陌生感”，增强了“心灵亲密程度”，而且促进接待国与客源国之间的经济交流。
3. 发达的科技，便捷的交通，尽可能少的麻烦，以及有所改善的安全设施都可能增加旅游者在未到接待国之前对那里的人民产生的好感与理解。
4. 技术改变了旅游，使它成为除发展中国家以外的普通大众消费得起的一项活动。
5. 由于大规模旅游而引起的对环境的忧虑已经使一些地方的旅游业停滞，而且影响到当地居民对成千上万游客带来的所谓“好处”的看法。

UNIT 3

I. Listening Comprehension.

1. fake　2. genuine　3. cotton　4. fingers　5. raised
6. watermark　7. light　8. Portrait.　9. hologram　10. economist

II. Put the following into Chinese.

1. 旅游支出，旅游费用　2. 护照　3. 万事达信用卡　4. 给某人写信　5. 万事顺卡
6. 预订　7. 达到预定目标，及时抵达　8. 邀请函　9. 开始从事，继续　10. 时间表

III. Fill in the blanks with words given below, make some changes if necessary.

1. glanced　2. streched　3. turned　4. pretended　5. inaugurated
6. glimpse　7. Devotes　8. bestbet　9. assembled　10. acquired

IV. Reading Comprehension.

1. (1) checks　(2) receptionists　(3) cashiers　(4) registration card　(5) signature
(6) passport (7) destination　(8) payment　(9) prior reservation　(10) Obligation
(11) occupancy　(12) the other hotel
2. (1) [B]　(2) [A]　(3) [B]　(4) [C]　(5) [A]　(6) [A]　(7) [D]
(8) [B]　(9) [D]　(10) [D]

V. Translate the following sentences into Chinese.

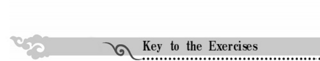
1. 横贯大陆或横贯大洋的航班使用的时大型的喷气式客机，有些客机每次可承载好几百名乘客。
2. 在机场或城市航空集散站，办理登机手续的一项重要内容就是称行李的重量并检查行李。一般说来，每件托运行李都贴有一个货运标签。
3. 一部分贴在托运行李的手把上，称为票带，另一部分通常叫做票根，由乘客保管。到达目的地后他凭此票根取回行李。
4. 尽管没有人有很多的交通运输经验，他们共同敲定了一个重组计划，毫不手软地裁减员工，路线和公交车。
5. 另外一个新策略是从容量限制系统，如航空公司，向软容量系统转变。

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UNIT 4

I. Listening Comprehension.

1. taste　2. intense　3. experience　4. jealous　5. drawbacks
6. gifted　7. removed　8. weigh　9. simple　10. drive



II. Put the following into Chinese.

1. 购物天堂 2. 特产 3. 青花瓷 4. 旅游纪念品 5. 刺绣
6. 手工艺品 7. 漆器 8. 茶具 9. 红茶 10. 仿制品

III. Fill in the blanks with words given below, and make some changes if necessary.

1. deluge 2. identity 3. premier 4. provisions 5. facilities
6. comprise 7. embarked 8. Exempted 9. authorities 10. proceed

IV. Reading Comprehension.

1. (1) life, an art form, indispensable part of being
(2) The Art and Science of French Cuisine
(3) study, research, promotion, practice
(4) tiny, neighborhood cafes and bistros; the luxurious churches of gastronomic delight
(5) cuisine bourgeoisie, nouvelle cuisine, regional cuisine, grand cuisine
(6) Chinese, Vietnamese, Japanese, Russian, Kosher, Algerian, Moroccan, Tunisian, Indian, Indonesian

2. (1) F (2) T (3) F (4) T (5) T (6) F

V. Translate the following sentences into Chinese.

1. 他们花在快餐上的钱比花在看电影、买书、买杂志、买报纸、看电视和听音乐等方面加起来的钱还要多。
2. 在那个时期，加入劳动大军的妇女的数量是空前的。她们参加工作更多的是处于经济方面的考虑，女权主义的动机则是第二位的。
3. 的确，麦当劳公司的大部分利润不是通过销售食品赚取的，而是通过收取租金得到的。
4. 快餐业在很多方面都体现了 21 世纪初美国资本主义最好和最坏的特点：新产品和新方法的迅速发展和贫富差距的扩大。
5. 无论从那种角度讲，其他任何行业都没有在大众消费方面有如此多的真知灼见。

UNIT 5

I. Listening Comprehension.

1. produced 2. eighteen 3. concentration 4. drips 5. salts
6. boiling 7. lower 8. heating 9. strongest 10. biological

II. Put the following into Chinese.

1. 北京胡同 2. 水路 3. 脚踏三轮车 4. 海洋公园 5. 丰都鬼城
6. 信用卡 7. 雕塑 8. 天坛 9. 长江巡游 10. 悬崖峭壁

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III. Fill in the blanks with words given below, make some changes if necessary.

1. attuned 2. peculiar 3. harsh 4. survived 5. puberty
6. toxic 7. efficient 8. extraordinary 9. Hop 10. shrunk

IV. Reading Comprehension.

1. [C] mule，骡子是对走私集团交货人的称呼，绰号。
   [A] 是为走私集团具体运送走私货物的人。只运送，不交货不能成为骡子。[B].负责走私货物的人。也不对，负责者不一定运送和交货。[D].从走私者那里接受指示的人。
2. [B] blown 原义为："欠账了的，被炸毁的，坏了"等。这里指：走私分子在过海关，机场检查处出事，不一定被逮捕。
   [A] 逮。[C] 认出，逮捕。[D] 逃跑。都不符合 blown 原义。
3. [D] 说明走私分子会把利益归己。最后一段第一句"有时，走私分子带着货物逃跑，把利益归己"。走私集团为防范此事，常常派遣高级人物监视走私人，特别是新走私者。这段的具体例子："走私者和委托人同机飞行，到法兰克福机场，9 万美金也是不翼而飞，走私者已经捞到手。"就是说明走私者可以为自己留下财路。
   [A] 走私者被捕之事，例子中没有提及。[B] 走私者不去警察局报案，并不易定是害怕警察局，而是报不了。[C] 监督毫无用处。是副线。
4. [D] 单个干。这在第一段一开始就点明："走私商的上层人物(头面人物)必须一起工作，而大多数辛迪加的小组织，特别是走私分子，他们只知道他们的直接联系人。一旦他们被逮捕，就没有什么可以出卖的。一个骡子甚至连给他指示的人的姓名都不知道，也不知道如何和此人联系"。
   [A] 共同干。[B] 独立干，走私分子不是独立，大多数是在监督之下。[C] 有意识地干，上下都是有意识地干。

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V. Translate the following sentences into Chinese.

1. 旅游经营商可以被看作是旅游业的批发商。他们的产品当然不是有形的商品，而是服务，即包价旅游团。
2. 库克公司和美国运通公司既是旅游批发商，又是零售代理商，他们通过自己的旅行社或其他零售商将组织的团队直接销售给公众。Travel office,在这句话里的意思是专门负责零售的旅行社、旅游零售商或旅游代理商。
3. 一种是度假团，其旅游目的就是度假饭店。虽然他们的团队包价中也可能有旅游观光或娱乐项目，但总的来说这类团队不会去光顾当地的其他旅游景点，换句话说，不会有昂贵的额外花销。
4. 航空公司票价近年来变得十分复杂，除了传统的头等舱和经济舱的区别之外，还有许多种特殊类型，如旺季票价和淡季票价；另外还有家庭旅游等其它许多不同的票价。
5. 旅行社在主要的旅游客源地市场和旅游目的地市场的业务有所侧重，特别是在那些没有多少客流量的地区更是如此。

UNIT 6

I. Listening Comprehension.

1. traditional 2. strangers 3. different 4. cheap 5. drying
6. grandfather 7. obviously 8. drinking 9. toilets 10. privacy

II. Put the following into Chinese.

1. 行程 2. 旅行安排 3. 观光旅游 4. 旅行社 5. 包价旅游
6. 名胜古迹 7. 沟通技巧 8. 天安门广场 9. 紫禁城 10. 日程安排表

III. Fill in the blanks with words given below, and make some changes if necessary.

1. withstand 2. Exceptional 3. edible 4. mingle 5. decadent
6. Ingredients 7. Exquisite 8. Authentic 9. Device 10. texture

IV. Reading Comprehension.

1. (1) sheets, towels (2) low-flow (3) lower (4) turn off, unoccupied
(5) recycling bins (6) recycler baskets (7) bulk (8) minimize
(9) glass (10) encourage, eco-friendly (11) leftover (12) Replace
2. (1) [B] (2) [D] (3) [C] (4) [B] (5) [C] (6) [C] (7) [A] (8) [C]
(9) [B] (10) [D]

V. Translate the following sentences into Chinese.

1. 然而，老式的旅馆的确为人和马匹提供食物和住房，并因此成为招待业的象征。
2. 在伦敦旅馆老板增加了服务，保证清洁标准，而且至少在一定程度上满足了客人。
3. 汽车旅馆所提供的低花费，干净的住宿和就近的停车设施，使其在旅游者中享有很大的知名度。
4. 然而，酒店和客房年均增长往往超过入境旅客和国内游客的增加。
5. 迄今为止，虽然政府鼓励和支持海外参与中国的酒店业务，但海外参与仍然是受政府控制。

UNIT 7

I. Listening Comprehension.

1. death 2. filled 3. previous 4. twice 5. claimed
6. less 7. bored 8. abusing 9. depression 10. engaged

II. Put the following into Chinese.

1. 薄胎瓷 2. 文房四宝 3. 景泰蓝 4. 乌龙茶 5. 丝绸产品
6. 少数民族 7. 大理蜡染 8. 紫砂壶 9. 唐三彩 10. 剪纸

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III. Fill in the blanks with words given below, make some changes if necessary.

1. special 2. Astronomical 3. Herring 4. Moderate 5. accompanied
6. immense 7. Ingredients 8. essential 9. herrings 10. bustled

IV. Reading Comprehension.

1. (1) theater style (2) conference or boarding style (3) classroom style
(4) U shape (5) screen (6) predictor (7) recorders
(8) microphone (9) wireless microphone (10) posters
(11) banners (12) lectern (13) tier
2. (1) [A] (2) [B] (3) [D] (4) [C] (5) [D] (6) [D] (7) [A] (8) [A]
(9) [A] (10) [B]

V. Translate the following sentences into Chinese.

1. 嘉年华公司是世界上最大邮轮公司，在载客量、收入、容量方面首屈一指，被视为航海旅游业的领头者和开拓者。
2. 公司产品定位来自于其理念，即邮轮市场实际上随着乘客统计特征、乘客特性和不断增长的要求不同而分割成三个基本部分。
3. 随着这一产业的不断成熟，邮轮竞争公司在市场运作上更加富于经验，而价格竞争在大多邮轮产品分割中起影响作用。
4. 随着我们的“地球村”进入千禧年，恐怖袭击、极端示威游行等类似事件频频发生，因此，对精英聚集的会展中心来说，安保工作至关重要。
5. 该小组在安全管理方面和各种安全服务方面已经享有卓越的声誉，为来访重要人物如世界各国领导人和皇室来访贵宾提供从展览服务到功能服务的各项服务。

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UNIT 8

I. Listening Comprehension.

1. wild 2. around 3. track 4. experts 5. meeting
6. threat 7. information 8. cameras 9. spotted 10. action

II. Put the following into Chinese.

1. 民间艺术 2. 弦乐器 3. 皮影戏 4. 中国武术 5. 川剧
6. 秦始皇兵马俑 7. 踢毽子 8. 竹笛 9. 蒙古马术 10. 文化遗产

III. Fill in the blanks with words given below, and make some changes if necessary.

1. representative 2. Reputation 3. glourious 4. longevity 5. overwhelming
6. dill 7. sprinkle 8. subtle 9. Sparingly 10. nurtured

IV. Reading Comprehension.

1. (1) b (2) g (3) f (4) h (5) c (6) d (7) e (8) a
2. (1) [B] (2) [B] (3) [D] (4) [A] (5) [B] (6) [C] (7) [A] (8) [D]
   (9) [D] (10) [A]

V. Translate the following sentences into Chinese.

1. 在原先的队伍中，只有张骞和另一名队员完成了这开拓性的旅程，世界上第一条横贯东西方的陆路线路，最终将大汉与罗马帝国联系起来。
2. 当时许多宗教派别均存在，城中建有基督教派、摩尼教派、索罗亚斯德教、印度教、佛教、犹太教的庙宇和教堂。
3. 同时，沿丝绸之路上的整个一带，活跃的绿洲城镇、繁荣的寺院和石窟在在数周内消失，如同冰川河流已干涸或改变了流向。
4. 令人震撼的尚存的艺术佛教文明遗迹一直未被发掘，直到 19 世纪后期，当新一代的“洋人”在塔里木盆地进行的考古挖掘的时候，它们才得见天日。
5. 制作景泰蓝的过程相当精细、复杂，包括铸打底胎、镶嵌铜条、焊接、上釉、烧制、抛光和镀金。

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UNIT 9

I. Listening Comprehension.

1. carry 2. two 3. holiday 4. space 5. ultimate
6. spaceship 7. Passengers 8. minutes 9. signed 10. closer.

II. Put the following into Chinese.

1. 古董，古玩 2. 刺绣品，刺绣 3. 麻，纤维 4. 蚕，桑蚕，家蚕 5. 饮料
6. 人参，高丽参 7. 碧玉，翡翠 8. 瓷器 9. 书法 10. 水晶，水晶饰品

III. Fill in the blanks with words given below, and make some changes if necessary.

1. boost 2. cholesterol 3. stimulate 4. substrate 5.component
6. spinach 7. isolated 8. prevention 9. attributed 10. check

IV. Reading Comprehension.

1. The Louvre locates on the Right Bank of the Seine in the first arrondissement.
2. Nearly 35 000 objects from prehistory to the 19th century are exhibited in the Louvre.
3. The Louvre was primarily as a place to display the royal collection.
4. During the French Revolution, the National Assembly decreed that the Louvre should be used as a museum, to display the nation’s masterpieces.

5. There are 8 curatorial departments, including Egyptian Antiquities; Near Eastern Antiquities; Greek, Etruscan, and Roman Antiquities; Islamic Art; Sculpture; Decorative Arts; Paintings; Prints and Drawings.

V. Translate the following sentences into Chinese.

1. 一些高端餐厅担心一些宣传噱头或其他市场营销活动会损害他们已经形成的经营模式，这是可以理解的。
2. 通过饭店公共关系塑造可信度，比广告花费低，影响持续时间长，会将您和您的公司打造成专家。
3. 一旦达成协议，启动公共关系活动后，我们将有我们的第一个“官方”的会议，在会议中，我们将按照新闻稿故事的角度进行优先排序，确定新闻发布到媒体，收集信息的时间表，从而创造出您的新闻资料。
4. 有效的饭店公共关系能创造贵公司的销售记录，而且通常其花费要比单一的报纸或广告牌花费低。
5. 至今，多数背包客们的住宿需求仍然被局限于无品牌、环境差的快捷旅馆或青年旅社。我们的目标是不仅仅要改变背包客的成见，还要做到更好、更值得信赖。

UNIT 10

I. Listening Comprehension.

1. interacting 2. potential 3. measured 4. detects 5. bothered
6. frightened 7. danger 8. threat. 9. emotions 10. process

II. Put the following into Chinese.

1. 感恩节 2. 专营店，经销店 3. 盘司 4. 归还，偿还额，退款
5. 医药品 6. 容纳，留宿；使……适应 7. 交换，调换 8. 天堂
9. 化妆品，化妆用具 10. 药房，药剂学，配药业，制药业

III. Fill in the blanks with words given below, and make some changes if necessary.

1. paradise 2. in hopes of 3. identical 4. abuse 5. end up
6. on sale 7. beyond our budget 8. accumulate 9. bargain 10. discount

IV. Reading Comprehension.

1. [A]第一段第一句话谈到，一个少数民族区别于社会主导群体的程度决定了它被接受的程度。
2. [C]第一段末句谈到，因为移民有着不同的特征和传统，所以才被视是为对美国价值观的威胁。其他选项均片面，是原因的各种具体表现。
3. [D]第三段第一句谈到，因为移民被视为对美国价值观的威胁，所以才开办一些学习班向移民讲授美国的基本观念。

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[A]与第四段末句相反；[B]与文章内容不符；[C]张冠李戴。

4. [B]倒数第二段谈到，political bosses 虽客观上给予了移民很多帮助，但其主要目的是为在竞选中获得更多的选票，从而保持其政治实力。
   [A]、[D]均未提及；[C]张冠李戴，为客观上的作用，而非目的。
5. [D]末段第三句谈到，美国经济的迅速发展，再加上 the help of the bosses,使移民的生活水平得到提高。主要原因是前者。
   [A]因果倒置；[B]只是次要原因；[C]为文中细节，不符合题干要求。

V. Translate the following sentences into Chinese.

1. 虽然管理层可以从多方面努力改善与客人的关系，但是提高或毁掉一个企业的声誉则取决于处于服务第一线的员工。
2. 我们不应该再认为良好的沟通技巧是与生俱来的。
3. 没有这些基本技能，为客人服务将会是勉强而机械的。
4. 有句古话说的是不在于你说什么，而在于你怎么说，这句话包含了很多哲理。
5. 说出善意谎言的人所要保全的可能是他自己的面子，也可能是这个谎话的听众的面子。

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UNIT 11

I. Listening Comprehension.

1. architect	2. humanity.	3. shortage	4. solve	5. resources
6. constructing	7. invention	8. shaped	9. sphere.	10. highest

II. Put the following into English.

1. boarding pass(card)	2. goods to declare	3. luggage tag
4. ticket confirm	5. scheduled time	6. culture ambassador
7. tour arrangement	8. arrivals	9. domestic airport
10. farewell speech		

III. Fill in the blanks with words given below, and make some changes if necessary.

1. leisure	2. accommodation	3. popular	4. tourism	5. due to
6. entertainment	7. economic crisis	8. hospitality	9. local economy	10. define

IV. Reading Comprehension.

1. It is known as one of the natural wonders of the world.
2. It always looks magnificent, no matter the viewpoint or the season
3. To look down from the towers; 2) To go behind the downfall; 3) To approach it from below in a boat; 4) To stand by the brink enjoying the sight and the sound; To put on raincoat and boots and take an elevator down to the first tunnel to enjoy the three different views of the incredible wall of water.

4. The Towers seem to be a better place at night from where tourists can enjoy the grand views of the Falls from 9:00pm to midnight in summer and 7:00pm to 10:0pm in winter
5. A Festival of Lights with a Christmas-time effects, using thousands of colored bulbs.

V. Translate the following sentences into Chinese.

1. 印第安人相信奇形岩是夜间醒来的巨人从山腰投掷石块砸向路人而形成的。
2. 冰川融化的淤泥形成了引人注目的绿松石色的湖泊，并且令湖水常年保持寒冷的温度！
3. 作为萨斯喀彻温河系统的源头，冰川的最佳观赏地是在帕克岭上喜马拉雅山的高度往下看，帕克岭上是寒冷且无树木生长的草场，从 Icefield 停车处经过短途步行就可以到达。
4. 由于不满他经常跟女儿一起光顾的童趣公园的风格，他开始着手创建一个可以供全家人一起享受的旅游景点——主题公园。
5. 正如沃尔特•迪士尼所说，迪士尼公园永远都不会完工，只要这世界上还有想象力，它就将一直成长下去，逐渐增添更多游乐设施。

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UNIT 12

I. Listening Comprehension.

1. catch 2. independent 3. broken 4. run 5. conclude
6. obese 7. fitter 8. generation 9. shamed 10. heart

II. Match the two columns.

1. b 2. c 3. d 4. g 5. e 6. f 7. a 8. h

III. Fill in the blanks with words given below, and make some changes if necessary.

1. invited 2. reward 3. make a reservation 4. drop me a line 5. participate
6. in advance 7. celebrate 8. in the case of 9. afford 10. reminded

IV. Reading Comprehension.

1. [C]第一段最后一句话指出：与亚瑟在一起的是魁梧的牧师，我走出去的时候，他非常热情地欢迎我。
2. [A]根据第二段开头部分：亚瑟说“我们还是走上去吧，我担心没有出租车。”Aberdovey bus 在火车站和小镇之间来往，亚瑟的家在山腰上，公共汽车到不了那里。因此他们不得不走回去，可见他们不坐公共汽车的原因是它不到那里。
3. [C]第二段最后三句指出：这种马车即是往返于车站和小镇间的阿伯多维的公共汽车，你告诉老“拉塞尔”你要去哪儿，然后上车，你坐好后关门的“砰”的一声就是开车的信号。



4. [D]第三段第二句话指出：在蜷着身很长时间之后，我很高兴走走路舒展一下我的双腿。
5. [C]根据文章最后一句话：可怜的人，2 点以后他已经来来回回去了火车站好几次了，可推论出。

V. Translate the following sentences into Chinese.

1. 从惯例上讲，广播公司和制作公司通过国家公园的负责人、环境保护区的负责人或野生生物研究人员，可以免费的进入野生生物区。尽管节目制作成本高，风险大，利润低，他们却可以通过节目的广泛发行，销售和广告来获利。
2. AfriCam 网站曾经以每月超过三千万访问者为傲，访问量占了全南非互联网流量的48%，而该网站做的宣传却很少。
3.公园的负责人、经理和研究人员可以也应该掌控而不是放弃节目的播放权。他们应该留心不要在签合同的时候，由于没有读合同中的所有规则和细节，而把一些重要的权利拱手让给别人。而且，环境保护机构和国家公园负责人（尤其在发展中国家）应该共同努力来控制景点的访问量，并确保收益中的一个合理的部分投入到环保的费用中。
4. 开发这个互动网站是为了满足广需求，并提供教育机会，同时又排除了大量实际访客的影响。
5. 它引起了中国黑势力的注意，黑势力为了获得财富，通过敲诈、勒索而引起的致命战争成为了一个持续问题。

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UNIT 13

I. Listening Comprehension.

1. straight	2. weightless.	3. dimples	4. spinning	5. opposite
6. top	7. stream	8. pressure	9. significant	10. shortened

II. Put the following into Chinese.

1. 海关行李申报单	2. 非随身载运行李	3. 行李过磅处	4. 停车场	5. 转机旅客
6. 机场问讯处	7. 旅游团领队	8. 时差	9. 禁烟室	10. 接待计划

III. Fill in the blanks with words given below, and make some changes if necessary.

1. apply	2. Business travel	3. increase	4. locate	5. on behalf of
6. abandon	7. be devoted to	8. specialize in	9. allow for	10. threat

IV. Reading Comprehension.

1. [B] 首段首句提到明星告诉大家如何逐步形成坚如岩石的腹部肌肉。他们让人们花钱购买腹部锻炼器械。本段最后一句指出美国人购买设备的热情，目的显然是首句

中提到的为了有坚硬的腹部肌肉，因此 to firm up their flabby midriffs 的意思是“使他们松弛的上腹部结实起来”。

2. [C] 首段指出明星们在电视节目中为腹部锻炼器材做宣传，声称通过使用这些设备可以让腹部变得结实。其结果是美国人花费巨资，用于购买各种各样的设备。第二段首句就对这些器材的锻炼效果表示了否定，可见人们往往相信一些明星们所做的广告，有些广告夸大了效果。第二段倒数第二句明确指出 Body Shapers 会对人体造成伤害，排除[A]。首段第三句提到 Body Track 和 Ab-Doer 这两个商品，虽然第二段指出这些器械对腹肌的形成用处不大，但并不能推断它们是假冒产品，排除[B]。前两段没有提到生产腹部锻炼器的公司，[D]为过度推断，排除。
3. [C] 第三段第二句和第三句具体解释了许多美国人无法锻炼出六块腹肌的原因，其中第二种情况是无法减掉足够的脂肪，这是因为一点点厚的脂肪就会让肌肉显现不出来。
4. [A] 第四段最后指出了 Steven Loy 的研究结果：使用腹肌锻炼器在某些情况下效果还不及传统的锻炼法。可知他认为 Ab-Doer 效果较差。
5. [D] 最后一段开篇介绍了另一项针对锻炼腹肌的研究，然后得出结论：最有效的一些运动方式会使身体旋转，在整段时间内对腹部产生作用。接下来介绍了自行车运动和船长椅运动。这是典型的英文段落展开方式：给出观点，然后举例说明。可见作者提到“船长椅”是展开说明什么样的运动对腹肌有作用。

   难句分析：Independent studies have concluded that most of these products-no matter who advocates them or how expensive they are-shape your midsection no better than old-fashioned stomach crunches.

   一些独立的研究得出的结论是，大部分这样的产品——无论是谁为之吹嘘，无论它多么昂贵——在塑造你的腹部肌肉是时起的作用，几乎与老式的仰卧起坐的效果一样差。

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V. Translate the following sentences into Chinese.

1. “不留痕迹”行动为对环境影响较小的背包旅游提出了下列方针：只留下足迹，只带走照片，只消磨时光，只保留记忆。
2. 背包旅行其实也是有很多危险的。例如：坏天气，不利的地形条件，有暗藏危险的河流的交汇处，饥饿，不能预测的动物的袭击（尽管可察觉的来自野生动物的危险通常超过真正的危险）。背包旅行者的另外一个潜在的危险是他们还可能患病。这些疾病有脱水、中暑、体温过低、高空缺氧，以及身体受伤。Altitude sickness：医学术语，（因高处氧气稀薄而导致的）高空病；heat exhaustion：医学术语，中暑衰竭，常指轻度中暑。
3. 尽管减轻背包重量要在设备选择方面作出小小牺牲，但是小巧轻便的装备却比较昂贵。
4. 越来越多的旅游公司开始印刷旅行手册介绍他们的运动冒险旅行，比如北冰洋破冰之旅、肯尼亚潜水、尼泊尔徒步，这些都是人们对体育旅游兴趣升温的证明。
5. 体育和旅游有着千丝万缕的联系，随着全球化进程的不断加深，更多全新的、令人振奋的机会将会开放，从而达到通过体育运动丰富旅游经验，通过旅游活动提升体育事业发展。

UNIT 14

I. Listening Comprehension.

1. smart 2. muscles 3. strained 4. pain 5. periods
6. among 7. experience 8. avoid 9. breaks 10. straighten

II. Put the following into English.

1. sightseeing travel
2. arrival and departure time
3. go through the formalities
4. one bill for all
5. store the valuables
6. foreign currency exchange
7. the information desk
8. duty Manager
9. front office cashier
10. currency exchange limit

III. Fill in the blanks with words given below, and make some changes if necessary.

1. insisted on 2. founded 3. prior to 4. beyond recognition 5. meet the demands of
6. systematic 7. achieve 8. potential 9. in the interest of 10. cooperation

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IV. Reading Comprehension.

(1) evolve/change their attitudes towards leisure
(2) the expansion in the range of choices for leisure
(3) an industrial-based society
(to)an information-based society
(4) dependent upon the mass production and consumption of goods and services
individual preferences and choices
diverse forms of leisure

V. Translate the following sentences into Chinese.

1. 象夫们要确保参加伐木工作的母象不会怀孕，因为他们不能负担完全不工作的大象长达 3～4 年的时间。
2. 这些活动的贯彻实施在省级和地方层面加强了当地兽医的能力和理解力。
3. 保持大象生活在其传统环境中，这一举措旨在保护当地大象避免杀戮，以及支持那些从事伐木工作的大象恢复到旅游业中，一并改进象师和大象的生活条件。
4. 传统上，进行跨洋贸易的远洋游轮将被建成一个比典型的游轮标准更高的游轮，包括采用更强镀层来承载远洋航行，其中最为常见的是横渡北大西洋。
5. 远洋游轮为了迎合利基市场，开始提供奢侈及闲适生活的线性航线，并于 1986 年停止了旨在一般游客的服务。

UNIT 15

I. Listening Comprehension.

1. immigrants　2. traditional　3. celebration　4. evergreen　5. paper
6. delighted　7. spread　8. turn　9. plant　10. dried

II. Put the following into English or Chinese.

1. selected itinerary　2. add-ons　3. time for personal arrangements
4. special service requirements　5. group size
6. 民俗旅游　7. 行业考察旅游　8. 路线图
9. 旅游者过夜数　10. 延长旅游行程

III. Fill in the blanks with words given below, and make some changes if necessary.

1. converted to　2. in service　3. option　4. withstand
5. intercontinental　6. in contrast　7. follow suit　8. be centered around
9. adequate　10. displaced

IV. Reading Comprehension.

1. [B]第一段第一句大体意思是统治家族试图靠礼仪使自己和中下层阶级区分开来。[A]“用礼仪摧毁中下层阶级”与原文不符；[C]“试图教中下层阶级礼仪”不正确，根据文章这应该是在英国；[D]“把中产阶级和劳动阶级包围起来”文中没有提及。
2. [B]根据第二段，basic moral duties and practical rule 是文章中原词。formal compliments 是文章中第三个要素 artificial, optional graces 的具体事例。其他三项明显与文章不符。
3. [B]根据文章第三段第三句 Among the Mpongurve of Tanzania, the young men bow as they pass the huts of the elders，所以这种习俗是坦桑尼亚的一种风俗特征。
4. [A]根据第五段第一句，“优雅生活所养成的极为讲究的举止行为，只是富裕悠闲社会的特点”。
5. [C]根据第六段第二句，骑士应向女士表白纯洁专一的爱情，同时奉献他的英勇功绩。[A]骑士能和女人发生亲密关系；[B]骑士应激励女子作出英勇的功绩；[D]浪漫的人应影响文学，都与原文不符。

V. Translate the following sentences into Chinese.

1. 在欧洲时，你最好表现得如同造访一位富有的老姑妈一样小心谨慎。因为新大陆的人们在经过几个世纪以后已变得无拘无束了，而欧洲人无论是否从严格意义上讲都还是十分矜持的。loose up：自由自在，无拘束。button up：住嘴，不说话。
2. 一心想着去讨好别人并不意味着日本人会很快与对方交朋友。

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3. 但是一旦你上了车，你会发现说好的价钱突然翻倍了，这样你就给了司机和车费一样多的相当可观的小费。
4. 无论什么时候你对一位阿拉伯人做一个优雅的宗教手势，对他来说都是一种最真诚的恭维。
5. 在阿拉伯人看来，家庭就意味着一切，因此，不论他在与客人商谈多么政要的生意，只要有家人来向他寻求建议，他都会放下手中的生意去处理这件事情。

UNIT 16

I. Listening Comprehension.

1. square 2. tower 3. maintain 4. serve 5. peaking
6. higher 7. powerful 8. supply 9. demand 10. pressure

II. Look at the pictures and identify each one.

1. digital camcorder 2. projector 3. microphone 4. recording pen 5. slide
6. function hall 7. hi-fi AV 8. whiteboard 9. flip chart

III. Fill in the blanks with words given below, and make some changes if necessary.

1. checkout 2. out of sight 3. advocate 4. underestimate 5. obstacle
6. strive for 7. recommend 8. off season 9. entitle 10. laundry service

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IV. Reading Comprehension.

1. [A] 首段首句提到英国人都以诙谐的话语来掩饰对全球经济危机的恐慌。本段最后一句也提到经济学家威廉·布伊特对 7 千亿救援物资滞留的调侃。同时，对于银行倒闭的事实，英国人轻描淡写地说存钱的最安全地点是床垫下。因此可知 josh 的意思为[A]“玩笑”，并不是[B]“讽刺”、[C]“抱怨”、[D]“夸张”。
2. [D] 第二段首句指出在银行倒闭后，焦虑的储户面临着选择一个什么样的安全方式来使他们的财产保值。第二句即指出黄金能满足这些焦虑者的需要。第三段首句也提到货币贬值时，黄金的走势却很好，故可推断[D]为答案。
   [A]“黄金便于携带”、[B]“黄金可以做装饰品”、[C]“黄金比美元价值高”均与本处语境不符，故排除。
3. [D] 第三段第三句提到美国依靠外汇储备来调整巨大的财政赤字。第二季度，赤字已经达到国内生产总值的 5%。美国金融资产的诱惑力已经随着金融系统的不稳定而黯然失色。故可推断[D]“银行倒闭使美国金融业处于不利的境地”为答案。
   文中并未提及“黄金有助于快速恢复金融系统”故排除[A]。接下来进一步揭示了融资和政府支持或许对金融系统起一定作用，但是这些措施不仅使公共财政紧缩，而且使人们担心政府会禁不住采用印钞的方式来偿还债务，因此排除[B]“印钞是唯一偿还债务的方式”和[C]“政府的支持是金融系统的救命稻草”。

4. [C] 第 4 段第 6、7 句提到国外商人不会为了防止国内危机而购买美元，如果某个国家的投资回报与美国刚好契合，这丝毫不会减少他们对美元的需求。本段最后一句提到了金融理论的预言：投资商越热衷于购买国外资产，他们与国内资产的关系就越疏远。而事实恰好与此相反，即投资商越热衷于购买国外资产，他们与国内资产的关系就紧密。也就是说，投资商在国内赚足了钱，才会考虑购买国外资产，故可推断[C]为答案。
5. [D] 最后一段开篇介绍了一些靠发展中国家提供盈余资金的发达国家出现了巨额帐户赤字的现象。吸引国外投资者的是美国巨大的市场潜力、资产折现能力、效率及与国内市场相比所独有的透明度。由此可知，全球经济发展失衡是经济发展缓慢造成的。故[D]正确。

V. Translate the following sentences into Chinese.

1. 塞浦路斯共和国旅游发展战略反映了其已大大发达的旅游目的地的可持续发展目标，同时还将旅游业拓展成为该国的一个主要的经济部门。
2. 届时，人们表达了对旅游业未来的方向的担忧， 发展重心已经从量的发展转向质的发展。
3. 如果一个国家支持恐怖分子试图推翻的或反对恐怖活动的政府，那么对游客发动的恐怖袭击就会用来惩罚该国的侨民。
4. 政府用于巩固其合法地位的作为也可以被一些反对组织用来削弱人们对政府的支持，以及提高人们对政府的活动注意。
5. 在对游客的恐怖袭击方面，埃及目前的形式足以说明，为了达到其意识形态上的目的以及通过使应负责任的政府表现出软弱无能来强调其政治上的合法性。

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